

# THE NEW YORK STATE

# EXHIBITOR

COVERING THREE FILM ZONES

AN EMANUEL-GOODWIN PUBLICATION

CIRCULATING  
IN NEW YORK  
STATE AND NORTH-  
ERN NEW JERSEY

Vol. 4—No. 9

NEW YORK, JANUARY 10, 1932

PRICE, 15 CENTS



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Prayer for **SILENT PICTURE**  
ACTION!*

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PRISCILLA DEAN  
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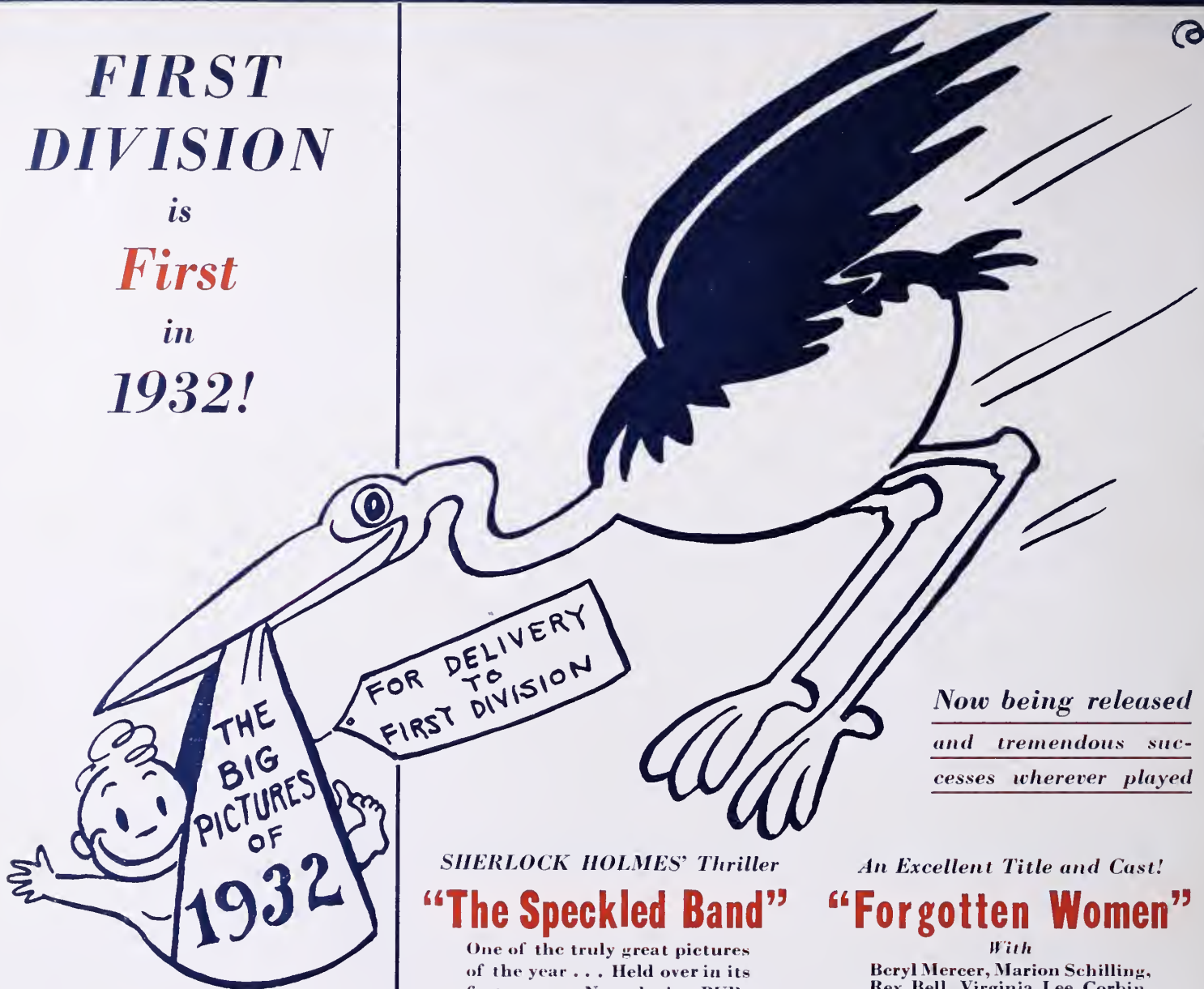
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CARL LAEMMLE'S 26th ANNIVERSARY JUBILEE!**



# The New York State EXHIBITOR

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January 10, 1932

## What Will the Traffic Bear?

NOW that it has been firmly established as a part of our industry's sales programs, it might be interesting to learn where the so-called standard 25 per cent figure originated. This, of course, refers to prices at which product is sold to independents. Circuits, although they avow differently, buy at more reasonable figures. Because a certain few might pay the 25 per cent arrangement, this is said to be used as a basis for the independent.

This, however, is untrue. The 25 per cent arrangement, followed by higher percentages, succeeded because business was good. The idea spread because the traffic could bear that demand and also for the reason that exhibitors failed to act against it. Those who tried to were prevented from blocking the move by a few deserters who sold their birthright for a mess of pottage which turned out to be little worth the price paid in later years when they lost their gains.

Now, the traffic cannot bear the high percentages of prosperity days. And if sales managers fail to hear, let them draw a comparison with the fate of the legitimate theatre.

Going to the legitimate house was once the usual thing, nearly tradition. Today the custom has almost disappeared, with so many theatre closings. The steady patronage has dwindled. High prices, lack of entertainment compared to the talkies, are but a few reasons.

Today, talkies are more or less the vogue. But, it may well be asked, will the same fate overtake the speaking movie as the speaking stage?

Heavy costs, unreasonable demands of operators, stage hands and musicians, high cost of product, scarcity of good product, score and service charges, parts expense—all these are contributory reasons why motion picture exhibition is suffering, independent and chain alike.

Everyone except the theatre owner has a chance to get out from under, but the theatre operator and manager is lucky enough to earn his salary.

The motion picture industry is highly specialized, but like all businesses it must lay aside for a rainy day. There are too many rainy days now. No exhibitor, big or small, can survive a succession of them.

Perhaps sales managers may draw some parallel between the legitimate and talkie theatre from these arguments.

It is the usual thing, with a new year in view, to make plea for kindling of fires of friendship and good will to bring about a new state of affairs headed by one word, co-operation. Again, then, the voice goes forth.

Let there be co-operation.

## Don't Cut Advertising

GOING to church, on the part of some folk, might easily be compared with the idea of advertising as practiced by many individuals in this motion picture business. Personal reasons, apparently, count strongest in both cases. Advertisers in this business are peculiar, realize its value, but do so only when they have a pet idea. The producers, particularly, may be held on this count.

One company, for example, has failed to get behind a leading male star since his first talkie proved a failure at the box office. Since that time the star has made at least four pictures. How can the producer expect the exhibitor to sell the star's shows with any sort of confidence? How can he think that an exhibitor would willingly give preferred playing time to those pictures, if the producer himself does not feel in the same vein?

Another advertiser places the advertising of his company in mediums which he constantly berates. Yet let a story belittling himself or his company appear and hell's bells break loose.

Other personalities might be included, but generally it comes down to this. Too many advertisers are non-believers. They cannot see that advertising is an essential part of this business, as necessary as the pictures themselves.

Advertising should not be something to be cut at will. It should be constant, not to be slashed, but, perhaps, to be raised or lowered as the picture demands.

The benefit gained when business is good should not be lost by cutting when business is bad. If it is necessary to eliminate, cut out the tinsel, the color, the flash, but keep the purpose untouched. Let the enthusiasm of the exhibitor be kept hot. The key cities have their own advertising staffs to keep their enthusiasm at peak, but the small, independent exhibitor must be influenced by the company's own campaign.

Spontaneity of action can easily be conveyed all the way down the line. Playing to the mass of exhibitors will bring permanent benefits.

And, in conclusion, if the argument is ever advanced that the bankers are responsible for cutting down in advertising (the bankers are being blamed for everything), let those arguing remember that some of the other merchandising units under the bankers' direction are the biggest users of advertising in the country, and successfully.

## Still Time to Help

THE industry has done its bit. Most of the theatres in the country have lent their efforts towards alleviating the distress of the needy. Nearly every house has given some contribution, either in the form of a benefit or individual donation.

Unfortunately, some of the theatres in the country did not join in. A few short-sighted exhibitors failed to contribute. That these will eventually feel the resultant ill-will is inevitable.

It is not too late, however. While the industry's concerted drive has ended, there remain plenty of opportunities to help out. Perhaps the stragglers may still change their minds and do their bit for charity.

Unless the industry's roll call records a 100 per cent total for charity, the motion picture business cannot consider its job completed.





# Exchange Claims Total \$669,769.46, Local Legal Bureau Report Indicates

## Film Board Installation

Installation of new Film Board officers, headed by Earle Sweigert, president, and Henry Randel, vice-president, was held this week at a local restaurant. The affair turned out to be as joyous as everyone had hoped.

An address by President Sweigert, who had studied it faithfully for 30 consecutive nights, was a feature.

## Kaplan Re-elected as Many Officers Are Indicted

### Defeats Opposition, But Court Cases Still Hold

Sam Kaplan will head Local 306, Moving Picture Machine Operators' Union, for another year, following his re-election as president of that body.

Indictments of himself and 21 other union officials and members on charges of coercion and conspiracy were handed up to Judge Rosalsky in General Sessions Court recently as an outcome of internal dissension in the union, which is affiliated with the national I. A. T. S. E.

Pleas of not guilty were filed later by attorney for Kaplan and his co-defendants. Judge Rosalsky released the defendants in \$300 bail, pending trial. Kaplan and the other defendants are accused by members of the union of causing their expulsion and of having them attacked because the nine complainants demanded an accounting of the local's funds.

Of the 1160 ballots cast, out of total 1202 membership, Kaplan received 841, and Charles Beckman, opposition, 314. The election was handled by a committee of union officials not connected in any way with 306.

Balance of the 306 ticket elected was: Vice-president, Charles F. Eichhorn; recording secretary, I. R. Cohn; financial secretary, D. Engel; treasurer, M. Feinberg; sergeant-at-arms, P. Ciambrelli; trustees, B. A. Friedman, M. Kravitz, M. Pall; executive board, C. Bayer, M. J. Rotker, H. Greenberg, M. Sternberg, F. Lachmann, E. T. Stewart, H. Luck, William Weiss, William Pastner, J. S. Winick.

Those named with Kaplan in the indictment are Charles Eichhorn, Frederick Castle, Frank Day, Morris J. Rotker, Morris J. Wolheim, Max Feinberg, Harry Weinberger, Henry Luck, Edgar T. Stewart, William Weiss, Theodore Greenberg, James Lafante, Morris Paul, Morris Sternberg, Benjamin Friedman. Also John Linder, John Avzarx, George Williams, Henry Busch, Frank Bishop.

Nine expelled members signed the complaint charging the defendants with coercion.

## 4,279 Cases Filed in That Time by Various Distributors — 3,145 Collected to Tune of \$477,173.59 — Proves Efficiency of System

That the summons system inaugurated by the local Film Board of Trade is far more efficient than arbitration is evidenced by the report of the body recently issued.

## New Year Brings Hope To Hearts of Local Indies

### Flock of Closed Houses Relighted By Exhibs

1932 found local exhibitors going prosperity in a big way.

At least a half dozen houses that had been on the closed list, many for a couple of years or so, were relighted, with the exhibs hoping for the best.

A couple in this city, but the major lot in small Jersey and Long Island communities were spruced up, and in some cases wired for exhibition.

In a certain percentage of cases the houses will probably go dark again, but shrewd exhibition may keep some open permanently.

### Bernhard Tours

Joseph Bernhard, general manager of Warner Theatres, is making a tour through the entire Warner theatre chain. The object of his trip is an inspection of the various houses, to assist theatre men with their local problems, and to study conditions which exist in the different cities.

### Hummel Up

Announcement comes from the home office of Warner Brothers-First National that Joe Hummel has been given a new post and hereafter will be assistant to Andy Smith, eastern sales manager, and Gradwell Sears, western sales manager.

### Palace Reopened

Palace Theatre, long closed, is being reopened.

Haring and Blumenthal are the proprietors.

The nine, Alexander Polin, Carl Schneider, Sam Rubin, Anthony Lazette, Cecil Wood, Jr., Arthur Smith, Harry Allen, Charles Spicker and John Thiede, asserted that they have been the subject of threats, violence and injury in an attempt to cause them to drop a suit which they have pending in the Supreme Court. In their suit, the nine expelled members ask for an accounting of the union's funds.

The conspiracy indictments, signed by Polin, Wood, Smith, Lazette and Rubin, alleges that the union expelled these members, caused them to lose their jobs and refused to reinstate them in defiance of court orders. Or, as is alleged, they were reinstated and then expelled again.

Four thousand two hundred and seventy-nine claims were filed against exhibitors by exchanges, involving a total of \$669,769.46. Three thousand one hundred and forty-five were collected, to tune of \$477,173.59. Pending are 426 cases, with total of \$63,408.61. Suspended as uncollectible are 668 cases, to total of \$129,187.61.

Eighty-one per cent of the claims filed were collected.

Since the institution of the summons and legal service bureau there has been seen, also, a noticeable tendency on the part of exhibitors to refrain from jumping contracts or violating them. The value of the system in this alone is self-evident.

### Theatre for Sea Cliff

Sea Cliff village's "blue law" against Sunday movies and sports, a local ordinance since Sea Cliff was incorporated 50 years ago, has been nullified since residents, at a special referendum, voted 518 for repeal and 135 against it.

The present move had been opposed by religious interests, but it was supported by merchants, who, with the widening of the village's main street, saw an advantage to the community in a motion picture theatre. A builder who had proposed the erection of a theatre made the proposal contingent upon the repeal of the "blue law."

### Warner Appointments

Joseph Bernhard has announced the appointment of Edward Peskay, Moe Silver, David E. Weshner, Jack Cohen and Clayton Bond as his executive assistants in Warner theatres.

Peskay and Silver will assume supervisory operation duties in the eastern and western territories respectively. Weshner takes on additional executive duties while continuing his supervision of the circuit advertising and publicity. Jack Cohen will supervise metropolitan New York City theatres in addition to his general executive duties at the home office, while Clayton Bond, in charge of all film buying and booking, completes the staff of Bernhard's assistants.

### Ludveigh Resigns

Elek John Ludveigh, one of the original founders of Paramount, and long general counsel for the organization, has resigned to enter legal practice for himself. Austin Keough has taken over his duties.

### Rosenbaum Now Cortlandt

Business of the Rosenbaum Company, insurance brokers, is now being handled as the Cortlandt Brokerage Company, Inc., at the same address. Clifford Warren is vice-president, with Ben Rosenbaum general manager.



# Gannett Chain Taking Stand Against State Censorship of Motion Pictures

**Claims Present Method Amounts to Distortion — Says System Must Begin at Source — Group Originally Fought Ads in Films**

Gannett group of newspapers in New York State, which took the lead in crusading against advertising in films, is now definitely working for the repeal of the motion picture censorship in the state.

In an editorial appearing in the group—which includes newspapers in Brooklyn, Albany, Utica, Rochester, Ithaca, Elmira, Ogdensburg, Malone, Olean, Newburgh and Beacon—it is asserted that "there is little more excuse for censorship of films than for censorship of press or speech. The censorship must begin in the studio, as it must begin in the newspaper office or the private study of the public speaker.

"Censorship imposed on a finished product becomes nothing more nor less than distortion."

## 26th Anniversary Jubilee Begins Laemmle Celebration

**Universal Outlines Product for Rest of Season**

In announcing the U line-up for 1932, Carl Laemmle has been mindful of two important factors.

First, this program will mark his 26th Anniversary Jubilee, the celebration of which started January 4; second, the remarkable standard which Carl Laemmle, Jr., established for production in 1931 must be maintained, and bettered, if possible. The pictures announced for the first part of the year, therefore, include several substitutions. These substitutions were made in order to replace subjects which were not considered to be of sufficient merit of adaptability to maintain the high standard which last year's productions have already set.

The productions which have been discarded include "A Lady of Resource," by Arthur Somers Roche, which will be replaced by Dale Collins' story, "The Adventure Lady"; "Bullet Proof," by W. R. Burnett, will be replaced, and so will "Gallows," by Roland Brown, and "Barbary Coast." They have been replaced by the British-made picture, "Michael and Mary," universally conceded to be the greatest English pic-

*Makes It Twenty-Six*



Carl Laemmle

ture since the advent of sound; "Brown of Culver" and "Ambition," by Emil Gavreaux.

The Carl Laemmle 26th Anniversary Jubilee will be celebrated during January and February.

It was during these two months that most of the important milestones and triumphs have occurred in Carl Laemmle's life. In the first place, he was born on January 17. Next month he will be 65. It was on January 1 that he decided definitely to enter the moving picture business and gave up his situation as manager of the Continental Clothing Store in Oshkosh and came to Chicago. On February 14, St. Valentine's Day, 1884, Carl Laemmle landed in New York on the steamship Necker. But it is February 24 which Universal annually celebrates. This is the anniversary of the opening of the White Front Theatre in Chicago, Carl Laemmle's first moving picture enterprise. Thousands of exhibitors of moving pictures will join Carl Laemmle in the 26th anniversary jubilee celebration.

The Jubilee productions on the feature schedule are to be released during the first two months of the year. January releases will be "Strictly Dishonorable," by Preston Sturges, with Paul Lukas, Sidney Fox and Lewis Stone; "The Unexpected Father," by Dale Van Every, starring Slim Summerville and

## Exhibitors Sue On Bad Print Charge

T. K. Amusement Corporation has brought suit against First National and Warner Brothers for failure to deliver film prints suitable for exhibition, which constituted a breach of the implied warranty that the goods purchased will be reasonably fit and suitable for the purpose designated, according to the corporation's complaint. Two complaints have been filed in the Seventh Municipal Court of New York City—each having as its subject a different picture where the print delivered and paid for was claimed to be bad. T. K. is suing for \$1,000 in each complaint, which covers loss of profits, rental fee and damages for loss of patronage and reputation caused by exhibition of these films.

## Skouras in Albany

An independent chain of theatres in Albany is said to be under consideration by the Skouras interests, if suitable terms can be arranged with the owner, though this is officially denied

## "Will Retain Present Personnel," Says Skouras

Fox executives in the up-state chain of Fox theatres acquired by the Skouras-organized Central New York Theatres, Inc., will not be turned out in the cold, according to the statement of George Skouras.

Assurance that the present personnel of the 34 houses in 19 up-state cities which have passed from control of the Fox Metropolitan Playhouses, Inc., will be retained, sounded like a nice New Year's present.

Of the 34 houses included in the deal, 28 are open and six are dark. The latter embrace the Liberty, Watertown; the State, Corning; the Majestic, Utica; the Maxime, Buffalo; the Temple, Iliion, and the Newark, Newark.

Zasu Pitts, and "Michael and Mary," by A. A. Milne, with Edna Best and Herbert Marshall.

There will be three more Jubilee releases in February. The first will be Walter Huston in "Law and Order," by W. R. Burnett. The cast includes Lois Wilson, Harry Carey, Ralph Ince and Raymond Hatton. The second production will be "Speed Crazy," with Slim Summerville, Louise Fazenda, Frank Albertson and June Clyde. The third will be the third in the trilogy of terror films which Universal has sponsored. It is the famous story by Edgar Allan Poe, "Murders in the Rue Morgue." Its cast includes Bela Lugosi ("Dracula"), Sidney Fox, Leon Adams, Brandon Hurst and Bert Roach.

During the two months' Jubilee, the short product, which will be devoted to the celebration, includes: Four "Oswald" Cartoons, two "Strange As It Seems," Reels No. 17 and 18 in the series; one of the Sports Reel Series, a "Doc" Meanwell basket-ball subject; two in the "Shadow Detective" series of two-reelers made from stories in the "Detective Story Magazine," the first of which, released on January 20, is entitled "The Red Shadow"; four two-reel comedies, as follows: Daphne Pollard, in "Sold at Auction" and "Running Hollywood," the Thalian Comedy; also Slim Summerville, in another of his Marine Comedies, "Sea Soldiers' Sweeties," and Lloyd Hamilton, in "Robinson Crusoe and Son"; and also, starting on January 4, the new British-made serial, "Detective Lloyd," will be released. This is the chapter play made in England, with Henry MacRae directing.

Though the order is not definite, the balance of the 1932 Universal productions include:

Lew Ayres, in "The Impatient Maiden," by Donald Henderson Clarke, with Mae Clarke, Una Merkel, John Halliday, Helen Jerome Eddy and Andy Devine, directed by James Whale; "Back Street," by Fannie Hurst, directed by John M. Stahl; "Marriage Interlude," by Luigi Pirendello, with Tala Birell, directed by William Wyler; "The Invisible Man," by H. G. Wells, with Boris Karloff; "The Adventure Lady," by Dale Collins; "The Cohens and Kellys in Hollywood," by Howard J. Green, with George Sidney and Charlie Murray, directed by John Francis Dillon, who has not been on a Universal lot since the well remembered days when he directed Priscilla Dean's starring pictures; "Destry Rides Again," by Max Brand, with Tom Mix, directed by Von Stroff. And at least two more, if Mix recovers as rapidly as now seems probable; "Brown of Culver," by George Green and Dale Van Every, with Tom Brown; "Ambition," by Emil Gavreaux, directed by Russell Mack, with Pat O'Brien; "Night Club," a Hobart Henry story, by Allen Rivkin and P. J. Wolfson; "Steel Men," by John Huston, directed by Edward Cahn; and "Laughing Boy," by Frank La Farge.



# Albany Exhibitors Ask for Functioning Organization to Take Care of Problems

## No Publix Vaude

Publix theatres in the Hudson Valley, which made a try of vaudeville a year ago to meet competition from independents and dropped it last spring, have shown no disposition to take it on again.

## Watching

### CROSSTOWN

Al Selig Looks for House—  
Paramount Goes Two-a-Day

MARTIN BECK is now handling the Palace, with Elmer Rogers still manager. . . . Death of Theodore C. Young, Paramount real estate executive, was mourned by all. . . . Warners-First National held a district meeting in town this week. . . . Ed Finney is back from Cuba. . . . And the AMPA group, now in Sardi's, had Kenneth Collins up to give them a talk. . . . Harvey Day has a grandchild. . . . Mr. and Mrs. Leo Abrams, U exchange head, had a nice time on that honeymoon-Havana trip. . . . They returned this week. . . . This is Phil Myers and Columbia's Laugh Month. . . . And Dave Levy and Jack Bowen's playdate drive, ending March 26. . . . And Bob Wolff and Radio-Pathe's clean-up drive period.

THE PATRIOTIC INFLUENCE is again seen in the announcement that the Lindenhurst Theatre, Lindenhurst, L. I., is now the Lindy. . . . Louis De Somma is now operating the Brooklyn Alhambra. . . . While the Rex, Manhattan, is Warren-operated. . . . Fred Unger has reopened the Fort Lee Theatre, Fort Lee, N. J., recently closed for a spell. . . . While Ida Rosener is handling the Cannon Movies. . . . Anthony De Lucca and partner are operating the Paragon Theatre, Brooklyn. . . . Joseph Hochstein has taken the Strand, Bayonne, N. J. . . . Closed for a while, the Minerva Hall, Hampton, N. J., has reopened. . . . D. W. Griffing is the new lessee of the Lyceum Theatre, Red Hook, N. J. . . . Green and Stewart have taken unto themselves another house. . . . While the Bobby, Brooklyn, is now under a new corporation's supervision. . . . Hansa is the new title of the old Van Buren, which has gone foreign.

RAMSEY THEATRE, Ramsey, N. J., has reopened. . . . So has the Strand, Hasbrouck Heights, N. J., closed for quite a spell. . . . C. Michenfelder is the new operator of the Palace, Brooklyn. . . . That was also closed a while. . . . James Poro has taken the Assembly Hall, Smithtown, L. I., closed for many days.

JOE RIVKIN is now handling publicity and advertising for the B. S. Moss Broadway. . . . Charlie O'Reilly and the T. O. C. C. have been ever so busy now that the legislature has begun again. . . . Al Sherman is preparing to take a trip in the spring. . . . Unofficial returns would seem to indicate that Henry Randel repeated in the Paramount sales drive. . . . He won the last half last year. . . . And the first half this year.

## Abe Stone Declares Theatremen Want Some Body to Assist Them in Their Worries, But Local Enmities Prevent Co-operation

Stirrings from exhibitors in the Albany district indicate a desire that the moribund exhibitors' association get into action.

## Confirm Rumor of Second Spring Valley Movie House

Jacob Sarafan, Retail Business Men's Association, Spring Valley, Rockland County, confirms a report that a deal is on for the erection of a second theatre in the village.

Estimates place cost at \$100,000. New York interests, promoting the project, are understood to be seeking the endorsement of business men, claiming Spring Valley is so central that it can draw business from all parts of the county, at whose southern boundary is New Jersey. Property of Dr. A. N. Selman, of Main Street, is being considered for location. Present Valley theatre has been making money since its reopening last spring. Town has only 4,000 population.

## Montclair, Newark, Opens

Montclair Theatre, Newark, which featured a stock company presenting legitimate stage hits for some months, has been reclaimed by the Warner Brothers for pictures and vaudeville.

Theatre reopened Christmas Day. Under the new policy, the house will be open the last half of each week.

. . . The winner is being checked now. . . . That salesman's dance on New Year's Eve was all it was anticipated to be.

PARAMOUNT goes two-a-day again with "The Man I Killed." . . . Greta Garbo gave the press a merry run around. . . . Martin Stern has resigned as editor of the Motion Picture Club bulletin. . . . M. Weshner is managing the U. S., Hoboken, N. J. . . . Arthur Sachson, head of Warners' contract department, is a daddy. . . . Effective December 24. . . . They say Al Selig wants to get back into the exhibition business in Jersey somewhere. . . . All Fox salesmen had two weeks vacation during the holidays. . . . Censor trouble held up "Cock of the Air" and "Forbidden" got the Rialto date instead. . . . "Dr. Jekyll" started off to record grosses. . . . Maybe the "Frankenstein" influence helped. . . . That "Frankenstein" suit trouble with Mike Mindlin gave publicity to all sides concerned. . . . H. F. Janecky is the new manager of the Lynbrook, L. I., Skouras house. . . . George King is at the Rivoli, Hempstead, L. I., as assistant to M. McNaughton, manager. . . . Skouras Theatres is now to be found at 408 Paramount Building. . . . Ira Glucksman, of Publix, has taken unto himself a wife, Miss Edna May.

"I have heard from several exhibitors in the district, asking why the association is doing nothing, as they feel that it could take care of many of their problems," says Abe Stone, Albany exhibitor, who is secretary of the non-active association.

"I assured these men of my desire to co-operate with them in getting the association going," Stone said, "but do not feel that anything can be done with the present organization, as it has never functioned since it was elected. I would like to see some exhibitor who has not been in on the organization start something, for we surely need such an association."

## Watching

### HUDSON COUNTY

Whyte Has Visitors While  
W. H. Meeker Returns

With Ike

DAVE WHYTE took Conrad Nagel and Joan Marsh to visit Governor-elect A. Harry Moore, of New Jersey, when the film players were at Loew's Jersey City. . . . W. H. Meeker, who managed Strand under Fox, returns as manager of Skouras Rialto, succeeding George Elmore. . . . News note: The writer lost four pounds as a result of exploring wild and wet Hoboken one night recently.

SEVENTY-ONE THOUSAND paid admissions were rung up in the box offices of the three Journal Square de luxers Christmas Day and the ensuing Saturday and Sunday. . . . A. Gumbrecht, manager of the Orient, Jersey City, for the past two years, has been transferred to the Plaza, Bayonne. . . . Gus Nestle succeeded Gumbrecht at the Orient. . . . State, Stanley and Loew's held midnight shows New Year's Eve. . . . Christmas Day for Burt Hoffman was just another work day. . . . Allan Glenn's brother visited him for the Yule holidays. . . . Rivara Realty Co. has sold the Lyric, Hoboken, to Henry P. Soulier, of Rumson. . . . Sale price not disclosed. . . . Property appraised for taxation at \$142,000.

## Taft Opens

Taft Theatre, formerly the Flushing, Flushing, has reopened.

New operator is the Kesera Amusement Corporation.

## Talkies for Institutions

Appropriations for the purchase of motion picture apparatus and equipment will be included in the budgets for penal institutions of the state this year, following a conference of wardens and superintendents with Dr. Walter N. Thayer, State Commissioner of Corrections.



# Beat "Bad Girl" business

... who flamed to fame in "Bad Girl"—now an established team endeared to millions *in a picture* . . . . . packed to the sound track with laughs, romance and tears—the human kind that come from the heart!

**James**

**DUNN**

**Sally**

**SELLERS**

will start you on a Happy New Year *with*

# DANCE

*with* Minna Gombell (*also of "Bad Girl"*) Nora Lane, Edward Crandall, Ralph Morgan, Harry Beresford.

Screen play by EDWIN BURKE (*dialogue writer of "Bad Girl"*)  
From Sarah Addington's novel. Directed by SIDNEY LANFIELD.

Jan10'32 pg. 8

# Above all in 1932...You've got



# with "Bad Girl's" Stars . . .

## Selling Angles?

DOZENS OF THEM!

- JAMES DUNN & SALLY EILERS, "Bad Girl" stars.
- MINNA GOMBELL, also of "Bad Girl."
- EDWIN BURKE who wrote this and "Bad Girl's" brilliant dialogue.
- THE STORY: Happy, peppy, human, tender, clean.
- "THE SALLY-JIM," new dance step created by Dunn-Eilers. *Now* tied-up nationally with big dance schools.
- Plenty more in the Fox press book for *showmen*.



# TEAM

**FOX PICTURE**

Jan10'32 pg. 9

# to Reckon with Fox for Profit!

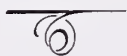


—and from  
the Studios  
come Greetings  
!

## ALFRED L. WERKER

DIRECTOR

UNDER CONTRACT TO FOX



“ANNABELLE’S AFFAIRS”

“HEARTBREAK”



## MAX RÉE

SUPERVISING ART-DIRECTOR

(SETS AND COSTUMES)

FOR

RKO-RADIO PICTURES  
RKO-PATHE PICTURES

AWARDED

THE ACADEMY OF MOTION  
PICTURE ARTS AND SCIENCES  
1931 ANNUAL TROPHY FOR  
THE BEST ART DIRECTION  
IN THE YEAR’S OUTSTANDING  
PICTURE

“CIMARRON”





# **RALPH HAMMERAS**

**EXECUTIVE TECHNICAL EXPERT**

**FOX FILM CORPORATION  
HOLLYWOOD, CAL.**

Jan10'32 pg. 11



**GREETINGS!**



**GEORGE O'BRIEN**

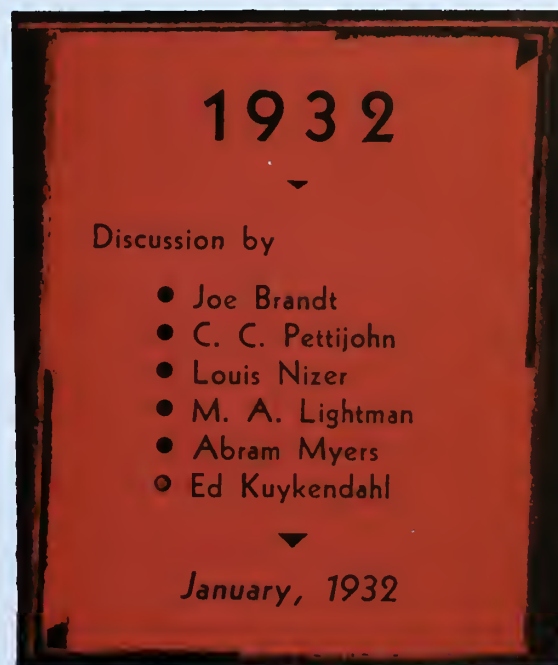
CURRENT RELEASES

***"The RAINBOW TRAIL"* *"The GAY BANDIT"***

(ZANE GREY STORY)

(FROM THE NOVEL BY TOM GILL)





A MONTHLY FEATURE  
OF  
EMANUEL - GOODWIN PUBLICATIONS

## Taxes Taxes Taxes

By  
**Charles C. Pettijohn**

IN TIMES OF PROSPERITY when business is booming and dividends are being paid, not much attention is given to the subject of taxes. Individuals, partnerships and corporations pay what the United States Government and the various states ask without much comment, and without much thought. The result of such disinterestedness on the part of taxpayers has largely contributed to the fact that taxes have increased 325 per cent in 16 years. And the tax experts are still looking for new sources of revenue which they can tax to meet existing deficits of the federal and various state governments.

The proposed budget for the city of New York for 1932 almost equals the budget of the federal government in the years immediately preceding the world war. Our present federal deficit compares most favorably with the entire federal budget in those same years, and the end of this wild squandering of taxpayers' money is not yet in sight. The same condition prevails in practically every state in the union irre-

spective of the political complexion of that state government.

**BUSINESS IS NOT BOOMING**, yet both federal and state waste is at its height. The leading industries throughout the country are greatly concerned, and well they may be. So should every individual taxpayer in the land. Every worker in this country is now donating an average of one day's pay for every six working days, in the form of taxation. Sufficient thought is not being given to **CUTTING DOWN THE COST OF GOVERNMENT**. True, the tax demands in some other countries are greater

### It is high time, says C. C. Pettijohn,

**For all legislative bodies and tax experts to begin to give some thought to the reduction of governmental expense, which, of course, means a reduction of taxes;**

**For the taxpayers and common people to be aroused.**

than in this country, but is that an argument in favor of waiting until we equal them before we start to cut the cost of government?

**LET'S STOP A MOMENT**, and think about a few plain facts, and consider what they mean:

A. Taxes to maintain our federal and state governments are now costing the United States taxpayers in excess of thirteen billion dollars per year.

## A Few Thoughts on The Present Trend in Governmental Direc- tion

This is more than the annual value of all of our crops, and this thirteen billion dollars is more money than we have in circulation.

B. More than half a million individuals are members of boards, bureaus and commissions—federal and state—on those payrolls for the purpose of "regulating business and safeguarding the taxpayers." What a ridiculous farce! As a matter of fact, most of these boards, bureaus and commissions, when they do function, do nothing more or less than push the average business and average business man's head one more time under the water. They neither help, encourage or lead business. They are obstacles, pure and simple. The sum total of their salaries is a staggering amount, and the taxpayers, whose interest they are supposed to guard, pay the bill. In some states from one-half dozen to ten of these boards and commissions could be consolidated in one board and still the members of that board would not be busy more than a few hours per day. That would at least help some.

(Continued on page "G")



# It Isn't Economy

By

**Joe Brandt**

**President, Columbia Pictures**

DURING THE LAST YEAR I have had the opportunity of talking to many exhibitors—showmen located in the smaller communities as well as in the larger ones. While they told me many things, the most important reaction I got was their exaggerated sense of economy.

"I can't afford it," was the answer frequently made when suggestions tending to improve their business were offered. And the same expression has been relayed to me countless times by our salesmen and the members of our Exploitation Department following their visits to exhibitors.

While the practice of economy is a highly commendable one, there are times when economy becomes the most short-sighted of policies. Yet, it is all too frequently practiced by showmen when it comes to putting pictures over in their theatres.

THE TROUBLE with too many business men, both in this industry and out, is that they regard advertising as a necessary evil instead of looking upon it as a form of business insurance. For that matter, it goes beyond that—it's a form of salesmanship which frequently is far more effective than the personal contacts which can be made by one or two individuals, because advertising intelligently planned and properly executed does what an army of salesmen could not do. It places the exhibitor's message before the individuals he wants to reach. It takes his story into the homes of his prospective customers, reaching them at a time when their minds are most frequently in a receptive state. At such a time, if his story is properly told, he can get the business.

Buying pictures and throwing them on the screen "cold" is much like buying an automobile and then locking it up in the garage without using it. Neither of them gets a man anywhere.

TO A MAN whose finances are limited and who must work close to the margin,

**"The trouble with too many business men," says Brandt, "is that they regard advertising as a necessary evil instead of looking upon it as a form of business insurance"**

the problem of advertising looms up as a serious one—but there are so many forms of advertising that when this problem is tackled with determination it is surprising how much publicity can be obtained for a minimum of expenditure.

Here are some of the things I would do if I found myself in a small community with a theatre on my hands:

FIRST, I would total up the amount of money my entire year's program of pictures is costing me. Then I would determine on the amount of money to be spent in putting these pictures over. Ten per cent of the film cost is considered a normal expenditure, but if my theatre were in a "sick" condition I would double this figure. Information obtained from the advertising manager of my local newspaper would tell me how much space I could afford to use. However, not all of the amount would be devoted to newspaper advertising alone,



Joe Brandt

because such other items as lobby displays, window cards, heralds, etc., must also be used.

ONCE I DECIDED to use the local newspaper, it would be up to me to see that I received an adequate space in the form of "readers," so that, in addition to my paid advertising, the regular publicity stories would be made to do their share to bring business. These stories would be culled in from the press books and would be the best they contain.

If my theatre is located in a farming community, I would go back to first principles and "peddle hand-bills" among those people who live on the farms. Peddling hand-bills is nothing more or less than distributing heralds, and this is effective because it brings the showman into personal contact with many people who ordinarily may not attend shows. A few words about a coming attraction works wonders not only in getting the business of each person so met, but also that of the entire family which would be influenced by the story relayed to its members.

IN PREPARING MY BUDGET it would be inadvisable to figure on using the same amount of money for advertising each week of the year. My books would reveal the periods wherein people are less inclined to go to the movies. These weeks would be

# A Man Who Knows Destroys the "I Can't Afford It" Bugaboo

given more advertising attention than those which normally sees business at its peak.

If the pre-Christmas season is represented on my books as being a bad time of the year for me, I would spend more money on advertising than during the weeks in September and October, and it would be used to tell why the Christmas season is one of the best times of the year in which to see pictures.

SIMILAR SLOW BUSINESS periods would find me most energetically contacting local dealers on tie-ups and contests, since these mean a lot of advertising for little or no expenditure. Druggists, clothiers, haberdashers, hardware concerns, and other merchants have been educated to the value of these tie-ups by manufacturers of every variety of product, and in the majority of cases these merchants are eager to give the showman the co-operation he requests.

Window displays in connection with an exhibitor's attraction helps the merchants because it draws attention to their windows, while, at the same time, advertising the picture and the theatre.

Lack of space compels me to omit the details of contest tie-ups that can be arranged with these storekeepers, but, speaking for Columbia, our press books are filled with such information.

Incidentally, these tie-ups make possible the permanent planting of net frames in store windows. These frames contain announcements of current and coming attractions.

I WOULD INVEST HEAVILY IN CLEANLINESS, particularly as regards my lobby, since the entrance to a theatre tells its own story as to how the theatre itself is run. Soap costs little and water less. Both can be put to work so that the lobby, representing my show window, would give an immediate impression of the kind of a house I operate.

My lobby walls would contain striking displays of the scenes from the current and the coming attractions so arranged that the patrons, tempted to enter my theatre, would be sold on the current attraction, while

*(Continued on page "G")*

## A New Message

About a year ago Joe Brandt contributed an excellent article for YOUR THEATRE. Exhibitors will be interested in his new message, which hits home close to all theatremen.

Brandt knows exploitation and advertising. Follow his advice.



*New Super*  
**Vocalite**  
**Sound Screen**  
**CRYSTAL BEADED**

## Thousands of Them!

In use all over the World.  
 Perfect Light — Better Sound  
 Third Dimension—High Intensity  
 at low Intensity Cost.

Most brilliant of them all.  
 Porous but not perforated—  
 Scientifically designed, re-  
 inforced sound pores.

Write for Sample

Convenient Time Payments.

*Beaded Screen Corp. Roosevelt, New York.*

*New York Office 47 W. 24th Street*

*Chromolite*  
**Sound Screen**  
 Non-Glare • Diffusive

## 94.6 Percent-New-Amazing

Entirely new and revolutionary  
 Sound Screen. Permanent non-ye-  
 lowing whiteness. High reflection.  
 value (94.6%).

More light with less amperage.  
 No fadeaway. No eye fatigue.  
 Can be resurfaced . . . Sturdy,  
 Strong . . . Durable.

Write for Sample

Convenient Time Payments.

*Beaded Screen Corp. Roosevelt, New York.*

*New York Office 47 W. 24th Street*

*The New*  
**Silverlite**  
**Sound Screen**  
**MORE LIGHT - LESS CURRENT**

## More Light-Less Current

New metallic surface. Best quali-  
 ties of silver and gold fibre screens.  
 Will not tarnish.

Marvellous brilliancy. High In-  
 tensity light with low Intensity  
 lamps. Rugged . . . Durable.

Write for Sample

Convenient Time Payments.

*Beaded Screen Corp. Roosevelt, New York.*

*New York Office 47 W. 24th Street*

**Superlite**  
**Sound Screen**  
 Perforated-White-Diffusive

## Sturdy - Strong - Durable

Standard white perforated screen.  
 Good for light—Good for Sound.  
 Completely diffusive—Same light  
 at every seat.

The superior of all perforated  
 screens in material and workman-  
 ship. For use with Hi-Lo and High  
 Intensity light.

Write for Sample

Convenient Time Payments.

*Beaded Screen Corp. Roosevelt, New York.*

*New York Office 47 W. 24th Street*



## Enter 1932

By

M. A. Lightman

### The President of the M. P. T. O. A. Presents His Views on the Coming Year

THE YEAR 1931 closes a chapter in the annals of motion picture industry that will probably go down in history as the most disturbing year of them all.

Its effect will be felt for a long time.

In fact, the end has not yet been reached.

FOR ONE TO ATTEMPT to predict the immediate outcome would only be a guess, at best, however there are certain pertinent facts that one must recognize. It has been proven beyond a doubt that wholesale operation of theatres is impractical. This, at least, assures the independent operator that invasion on the part of the circuits has virtually ceased. It further warrants that overseating will more or less discontinue.

THE COMING YEAR will bring about many changes in the exhibition field. The larger circuits will be broken down by numerous affiliations with individual operators. This is as it should be. It is much healthier for our industry. Our business is of such a nature that if we successfully ward off censorship, unfair taxation and other similar menaces we must have capable personal contacts scattered all over the country. The theatres must be represented by men of vision and ability who have the power to think and speak for themselves without the necessity of writing to New York every time they want to breathe. We were headed the wrong way. However, this very unprofitable year has done much to help restore normal operating conditions.

ANOTHER THING has been brought home to the producer with such force that certainly he should profit by the terrible loss that has resulted. It has been clearly demonstrated that it is not how many pictures a company turns out, but how good they are. There is no further place in our business for "cluck" pictures. Sound pictures must be reasonably good. Rotten "talkies" spell box-office disaster. The coming year positively must discourage the

### Says Lightman

1932 will see circuits broken down by numerous affiliations with individual operators.

The coming year must discourage the making of poor pictures.

The new productions must be outstanding and unusual.

making of poor pictures. Better make half as many, but make them good and play them longer. This is most essential.

VIEWING THE SITUATION from a practical, efficient angle, it is imperative



M. A. Lightman

that many adjustments be made in all departments of this industry, and at once. After all, we take in a certain sum of money at the box office. That sum must pay the freight. The entire industry depends upon this intake. We must all be game enough to demand that every one be willing to help meet the situation. This



Abram F. Myers

includes organized labor, performers, executives, landlords and every one and everything depending upon the receipts. And the quicker this is done the better it will be for all of us.

WE CAN HARDLY LOOK for much increase in receipts except from two sources, namely, outstanding pictures and the unusual. Big pictures with good stories and strong casts continue to draw well. Unusual things will always draw. Get the public curious or excited and you can get them

(Continued on "G")

## Less Money and More Sense

By

Abram F. Myers

### President, Allied States Association of Motion Picture Exhibitors

THE MOTION PICTURE INDUSTRY enters on 1932 with much less money and a lot more sense than it had a year ago. The easy money bubble has burst and the fat and puffy times are gone — perhaps forever. The producer, the distributor and the exhibitor each has been made to realize that from now on he will receive what he earns. While not so pleasant for the time being, this is a much healthier condition than has obtained for the past several years.

EVERY ONE ENGAGED in the industry will have to work a little harder, put a little more thought into their work, and do a better job. This is not merely the road to achievement, but to contentment; and I fully expect that those who are driven to increased effort will derive greater satisfaction from their work than ever before.

THE INDUSTRY will be driven by necessity to many improvements and reforms that will redound to the benefit of all. For one thing, the studios must turn out better pictures. The falling off in theatre attendance has been due more to bad pictures than to decrease in spending power. There still is enough money in circulation to enable the average family to attend the movies when entertainment is to be derived therefrom. But the public has neither the money nor the time to waste on stupid, tiresome pictures.

THEREFORE, the industry must make the kind of pictures the public will support; this is the big problem that can and will be solved in 1932, and its correct solution will soon rescue the business from its present plight.

NO ONE who has studied the industry during the past ten years can doubt that many of its ills are the result of over-expansion by the producers in the field of exhibition. Chain operation has received a

(Continued on page "H")

### Says Myers

The industry will be driven by necessity to many improvements and reforms.

We may fairly expect the producers to withdraw from the chain operation field.

I look for deflation in organization and practice.

The studios must turn out better pictures.



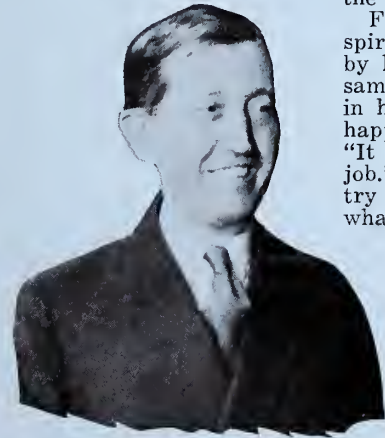
# A COUPLE OF PEN SKETCHES

BY  
LOUIS NIZER

A SAD, DRAMATIC FACE that breaks into an incredibly bright smile. A dark haired, large head, with distinctive features. Thin, highly tensioned body. Lightning fast brain that pours out torrents of ideas. Storms the illogical ramparts of his adversaries with inexhaustible energies. Quick-dashing-tantivy of temperament. Volatile. Moves and speaks with flashing intensity which betokens a proficient type of nervousness devoid of confusion and irritability. Does everything with an earnest vehemence made more compelling because of an innate kindliness.

BORN IN INDIANA 52 years ago—in a town appropriately named Sullivan,—in view of his fighting qualities. Early and lasting ambition to be great lawyer. At age of 6 had desk with inscription "Willie Hays—Judge." Father was leading lawyer in Indiana and head of 60-year-old firm of Hays & Hays.

When he was 22 his father offered a written contract to him for one-third partnership in the law firm on condition that he work as many hours in the office as his father. This began 15-hour-a-day habit which has been only slightly reduced since. Dictates to stenographers while eating, shaving or motoring. Incessant user of telephone. Called "Telephone Bill," but remembers that "Telephone not tariff made the trust."



Will H. Hays

Father was source of his inspirations, which are perpetuated by himself and his brother in the same law firm. Crystallizes beliefs in homely sayings: "Things don't happen—they are brought about." "It is a great thing to finish a job." "The real need of the country is more men in politics for what they can give and not what they can get." "If you cannot speak good of a person, you can at least be silent." "Do the best you can—where you're at." "Service is the supreme commitment of life."

HIS ABILITY TO ORGANIZE is turned into genius by inspiring others to work. Sensational results as State Chair-

man of Republican Party in Indiana resulted in his choice as chairman of National Republican Committee. Marshalled a nation into a record-breaking seven million majority for President Harding. This experience, added to his native psychological insight, made him the world's leading expert on public opinion. Keeps hand on pulse of nation by scientific mechanisms, such as compilation of newspaper and other opinions. Should be given title of Professor of Public Psychology.

APPOINTED BY PRESIDENT HARDING a member of his cabinet. As Postmaster General reorganized—then humanized department, and reduced expense by 15 millions.

In 1922 clouds hovered over motion picture industry. It was decided to get Hays to make the sun shine. He welded the conflicting forces within the industry and then harmonized them with outside influences. Thus with Hays in,—the industry was out of the haze. Invited public to assist in solution of problems. This policy of "Open House" resulted in many shut mouths. Changed the industry from a "game" into a business with artistic ideals.

Doesn't smoke or drink. A reformer without a trace of fanaticism because his standard is not perfection but good taste.

AN ELDER MASON. A Presbyterian elder. A gen-  
(Continued on page "H")

STRONG FACE, resembling Mussolini, but without artificial severity. Piercing eyes that are knowing as well as seeing. Cloudy, hearty voice, peculiarly melodious despite lack of resonance.

Born 49 years ago in Stillwater, Minn. Matriculated from humble professions to professorship of motion picture diversissements. Was cash boy in 14th Street department store—house-to-house book agent—a United States Marine for seven years. Aide to Roosevelt.

Received nickname in semi-professional baseball game. While rounding third base, excited manager couldn't pronounce Rothafel and yelled, "Slide, Roxy, Slide!" Has been sliding home under that name ever since.

BEGAN MOTION PICTURE CAREER in Forest City, Pa., in 1907. Made motion picture theatre out of back of saloon by hanging bed sheets. Borrowed chairs from undertaker. When

there was a funeral,—no show. Later developed orchestra of twelve and was told this dangerous experiment. Twenty years later opened own theatre receiving orders for 72,000 tickets at \$11 price. Learned to detest words "We can't do that." This is the only statement which drives him into temper.

In 1903 as manager of Regent Theatre, invented prologue and divertissement, — now copied in United States and Europe. As manager of Strand Theatre, injected "courtesy-to-patron" ideal, and developed new standards of theatre management. At Rialto, Rivoli, Capitol and Roxy Theatres, his exhaustless vision created unprecedented vision on stage.



Roxy

WAS FIRST to see radio as adjunct rather than opposition to theatre.

During first broadcast ever given from theatre in 1924, forgot closing address and in humility substituted, "Good night, pleasant dreams, God bless you." This was final touch to intimate and personal warmth not theretofore known to radio. Has been High Priest of radio ever since. Received six million letters.

FINE GOLFER and handball player. Balances idealistic nature with unemotional choice of foods. Loves frankfurters and hamburger steaks.

Superstitious in one respect. Begins all ventures on Friday. Can't read a note of music, but nevertheless conducts orchestras, skillfully interpreting the masters. Depends on instinctive musical feeling rather than on technical equipment.

HAS TREMENDOUS OFFICE touched with luxury. His forte is artistic, pianissimo furnishings. Sits under dim lights. Wears conservative clothes.

His favorite expression is "applesauce" because he finds frequent application for it.

Performed weekly miracles at the Cathedral of the  
(Continued on page "H")

These pen sketches, from the Bulletin of the Motion Picture Club, are presented because their general interest to the trade and the skill with which Louis Nizer, secretary of the New York Film Board of Trade and prominent attorney, created them. YOUR THEATRE thanks the Motion Picture Club for its courtesy.



# Don't Kill The Golden Goose

By

**Ed Kuykendahl**

FROM A MORAL STANDPOINT, it would appear as if motion pictures become worse with each season's product. Like a little boy, if permitted to get away with one little breach of discipline, it gets worse.

Naturally, this cannot result in a general condemnation of the industry with which we are connected and have tender regard for. There are lots of men and women who are fighting and will continue to fight for those things that represent the right and wrong way of doing things in this business, but in spite of all this there seems to be a growing tendency on the part of directors to inject those low, common vulgarities and indecencies into what would otherwise be good, clean wholesome entertainment.

THE PITIFUL PART OF IT is that those injections from a distorted mind, in most instances, have no place in the picture, have no bearing on the continuity, and only serve to breed further distrust for our industry on the part of parents and those who still believe in the common fundamentals of decency. There are mil-

lions in this class, and this industry is losing their support as well as patronage.

IT IS APPARENT that in the stress of present, stagnant business conditions we are all floundering around in a frantic effort to increase the take at the old box office. In so doing we might try to excuse ourselves for some of the things we do, but now is the time for men to be real men. There never was a time when we as an industry should watch our step more closely, and use a little common sense in defining what we should and should not do in the conduct of our business. Let us not lose sight of the tomorrow in our panicky scramble to get results today. We have millions invested in theatres. We cannot pick up our tent as in days of old and move on.

WE ARE NOW an integral part of our community. We are called upon and expected to be a part of everything that stands for community progress and moral welfare. We, as exhibitors, cannot afford to remain dormant and allow a few misguided directors out in Hollywood destroy our investment for the sake of what they are pleased to call background and color.

I am not posing as a moralist. I do not believe the theatre should try to function as a church. I do believe that if we are

## In Which An Exhibitor Points Out That This Business Is Getting Back to First Principles

**Kuykendahl, prominent Columbus, Miss., theatreman, now declares that**

. . . It appears as if motion pictures become worse with each season's product.

. . . Generally, any indiscretions have little relation to the picture in question.

. . . Because of these moral slips many are staying away from shows.

. . . And we can't afford to lose them.

to survive as an industry we must depict life, real life on the screens, but discretion must be used in doing so. Common vulgar little scenes must not be injected into a picture that would otherwise be acceptable as entertainment.

FOR INSTANCE, in a picture by one of our largest producers, with an outstanding star, this star was shown taking a bath, practically nude, and making such gestures as would shock the finer sensibilities of any man, not to mention a mixed audience, where good clean boys and girls are together.

This not only applies in the smaller towns. It is the same in the larger cities.

The writer visited five theatres that were showing pictures, on a recent visit to New York. I did not stay through the entire performance in any one of them. I was just observing and trying to learn something from my brother exhibitors in the large city. The reaction there was the same. I listened to two very ordinary looking ladies register disgust in no uncertain terms to a nasty little scene that had been injected into that picture.

(Continued on page "H")

# Amalgamated Vaudeville Agency, Inc.

Mecca Building, 1600 Broadway, New York City

Telephone: Pennsylvania 3580-81-82-83-84

Honest—Reliable—Satisfactory  
Service to All Theatres Playing  
Vaudeville and Presentations

M. E. COMERFORD  
*President*

BUD IRWIN  
*Booking Manager*



**TAXES***(Continued from page "A")*

C. The Communistic inroads into government that have been brought about largely by the ranting of irresponsibles who love to see their name in print is becoming too apparent for taxpayers to ignore. Just three hundred million dollars of the taxpayers money has been lost by government operation of the Federal Merchant Marine. Their yearly deficit is now fifty millions of dollars. The Farm Board is spending five hundred million dollars while wheat and cotton prices suffer collapse. Contractors complain that the government took five hundred million dollars of public work from them in one year. A concrete example of such waste can be found in the cases of sister ships, one built by the gov-

ernment and one by a private concern. The government job cost \$1,734,693 more than the sister ship turned out by the private company. In ten years the Erie Barge Canal, owned and operated by New York State, has lost one hundred thirty-five millions of dollars. During this same period the railroads operating in the state of New York paid the state in taxes two hundred million dollars, to support this competition.

IT IS HIGH TIME for all legislative bodies and tax experts to begin to give some thought to the reduction of governmental expense, which, of course, means a reduction of taxes. They are still talking about the creation of new bureaus, more boards and commissions, and new sources of revenue, instead of a reduction of the staggering cost and waste in government.

It is time for the taxpayers and the common people to be aroused. When the rank and file of the American people are aroused on any subject, they do things, and they tell lawmakers what to do. The backbone of American citizenship is strong. So is our country, our integrity and our patriotism. Our courage may be a little "down in the dobber" for the time being, but it still exists, and the best way to bring it back is for our lawmakers to begin to do something to show them worthy of the leadership that they have asked for and have assumed at the expense of and through the sufferage of the citizens and taxpayers.

**IT ISN'T ECONOMY***(Continued from page "B")*

upon leaving after the show, they would be confronted by the display showing the scenes of my next attraction.

"I CAN'T AFFORD IT" is too often the excuse of a man who lacks initiative. In most cases it is a lazy man's excuse. After all, pictures that will draw capacity business of their own account and without any advertising are far and few between. The exhibitor who depends upon them for an annual profit will presently find himself working for someone else. All pictures, regardless of their quality, must be regarded as possible profit producers, with the amount of revenue they yield depending directly upon the amount of advertising put behind every one of them.

**ENTER 1932***(Continued from page "D")*

in. Mediocre pictures will not help us. The producers have a big job ahead of them. Time has passed when hastily made photoplays will be acceptable. Clear, intelligent thinking of mass psychology is absolutely necessary. To the producers who really make what the public wants in 1932 we will all owe a great debt of gratitude and obligation because upon them and upon them alone depends how quickly we can again assume a normal operation.

A HAPPY AND JOYOUS

**New Year**TO ALL OUR FRIENDS  
IN THE BUSINESS**STANLEY FRAME  
COMPANY**

Film Centre Building  
630 Ninth Avenue  
New York City



...DRAPERIES...SCENERY...

...ACOUSTIC TREATMENT...

**RIGGING**

340 WEST 41st STREET  
NEW YORK CITY



## PEN SKETCHES

(Continued from page "E")

## ROXY

Motion Picture. Now preparing new and breathless magic at Radio City, the most pretentious theatre undertaking in the history of the world.

In 1909 married Rosa Freedman. He has since learned to share his affections also with his son Arthur, 21 years old, and his daughter, Beta, 18 years old.

Conceives plans and then delegates performance—giving widest latitude. An individualist who depends on collective co-operation. Inventor of entertainment fashion. Discoverer of public fancies. The creator, not follower, of precedents.

A PRACTICAL MAN who depends on his dreams. The supreme artist of a new art.

## HAYS

Unusually tolerant HUMAN being. Recently married Mrs. Jessie Herron Stutesman, of distinguished Indiana family.

Wears dark clothes, contrasting ties, and until last year high collars with parallel fronts. Eats very little, as if shunning outer fuel in favor of inner warmth. Buttermilk and cracker lunch usually eaten in office.

Fond of horseback riding. Has horse at Sleepy Hollow Country Club. Travels to Hollywood, capitol of his domain, four times yearly. Always catches train at last minute. Sees plays and pictures several times when they please him.

RESERVOIR of affection overflows upon his 15-year-old son and pal, Will H. Hays, Jr. Spends vacations with him on ranch in

Cody, Wyoming. They ride horses every Saturday.

A GENERALISSIMO of the most influential army in the history of the world. A leader equal to the task, because where there is Will there is a way.

## DON'T KILL GOLDEN GOOSE

(Continued from page "F")

IT PROVES that we are all humans, and think more or less alike when we think about the ones we love, and are trying to bring up with the proper perspective in life, whether we live in Columbus, Miss., or New York City.

I refuse to believe that the great mass of theatre patrons are not in accord with me in this.

Whether we want to believe it or not, we are fast being driven back to the old-time family trade, the patronage that made us the big industry we are today.

I THINK THE LARGER de luxe operators are going to find it increasingly harder to show a profit, even in the larger cities. We are coming back to personal supervision, such as we cannot hire, the personal contact of owner with the patrons, and we are being called upon as never before to build patronage on good will and personal contact.

IT BEHOOVES US to not become unmindful of that great mass of Americans who still appreciate good, clean, wholesome entertainment, the kind the entire family can come to.

WHAT I HAVE SAID has been discussed for years.

It will be discussed for many more years, but as sure as the sun rises and sets, we are killing the goose that lays the golden

egg, with our own nearsightedness and indifference.

## LESS MONEY AND MORE SENSE

(Continued from page "D")

severe set-back, and if the lesson has been well learned, we may fairly expect the producers gradually to withdraw from that field. This will have the result to bring the public into closer relationship with the industry, through the exhibitors, thus restoring a contact between the industry and the public that has been sorely missed in the past few years. Such relinquishment of theatre holdings also will tend to ease the pressure on zoning and protection, allocation of product, and double featuring—all consummations devoutly to be wished.

NOT ONLY DO I look for deflation in organization and practice, but also in ego, making for a more enjoyable time all around. Salesmen are a little less inclined to dictate, a little more disposed to sell. Industry practices are a little more human and there is a little more regard for the little fellow. The big fellows are beginning to realize that by their mad course they have been destroying the market for their product and sacrificing good-will.

SELFISHNESS is a little less predominant. The exhibitors have been sobered by experience and, while more than ever determined to protect their rights, have learned to respect the other fellow's rights. There is an insistent demand for sincerity in the relations between the different branches of the industry.

THIS MAY PROVE to be a bad thing for the politicians, but it will be a great thing for the business.

## Today's Dollar Has Two Sides!

When dollars are plentiful and you're doing "capacity," a loss at your Box-Office may be overlooked . . . but that loss today may spell the difference between Success and Failure . . . .

Protect your incoming dollars with

AUTOMATIC GOLD SEAL & SIMPLEX  
TICKET REGISTERS

## NEW 1932 MODELS

of the matchless AUTOMATIC Gold Seal and SIMPLEX Ticket Registers, combining many improvements and designed to give better and longer service, are now ready for delivery. Catalogue on request.

## REDUCTION IN PRICES

on Service and Repairs, rendered by expert mechanics and using genuine parts in our own up-to-date factories. Service machines can be had on short notice.

## GENERAL REGISTER CORPORATION

General Sales Offices:  
PARAMOUNT BLDG.  
(Times Square)  
NEW YORK CITY



SALES AND SERVICE  
OFFICES IN THE  
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OF THE WORLD

Architects and Exhibitors  
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Drinking Fountain  
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etc.

Copy on request.

Vaigh Company  
12<sup>th</sup> & Montgomery Philadelphia



## Roosevelt Calls For Increase of Four Taxes

### *Movies Not Mentioned in Governor's Message*

In his annual message to the legislature, Governor Roosevelt asks increase of four taxes.

This would include those on heavy motor trucks and buses, personal incomes, gasoline and stock sales.

No mention is made of any additional taxes on theatres in the governor's message.

The Chief Executive declared that "more than two years of depression have gone by and the leaders in government and business have shown us few plans for the construction of a better ordered civilization in which economic freedom of the individual would be assured."

Details of his tax program were to be outlined in his budget message shortly to be presented, he said.

Theatremen await the governor's message with interest, in order to learn whether or not his plan for additional revenue would affect them.

In addition, the eyes of the country were on the governor and his message, because of his increasing importance as a probable candidate for the nomination for president on the Democratic ticket.

### Three Close

Following theatres have closed: Roxie, East Syracuse; Lyceum, Ithaca, out of business. Beckman's Theatre, Dundee, closed.

### Watching

## UNION COUNTY

All Not Well, But Hope for the Best

With Ed

ALL IS NOT well in the theatrical world around these parts currently. . . . Warner Brothers' Regent has been hit hard. . . . This house, which in better times, asked 50, 65 and 75 cents for a chair, has been more recently downed to the lowly level of a double-feature second-run house. . . . Warner Brothers' Ritz is faring well despite the gloom at the Regent. . . . District manager George T. Kelly is responsible for the pre-depression business at the Ritz. . . . James Cagney was the first luminary who drew to capacity.

SKOURAS' LIBERTY, noticing Kelly's successful idea, started booking in the same manner. . . . Cocalis' Park Theatre, Roselle Park, is closed pro tem for alterations. . . . Ritz and Liberty got together recently and staged a midnight show for Mayor Kenah's Unemployment Fund. . . . \$2,000 turned over to the fund and plenty of publicity for both houses and managers.

## A CALL TO ARMS!!!

To All Exhibitors:

Sessions of city, state and federal bodies are faced with the necessity for increased revenues.

The eyes of the legislators are turning toward fields which may provide them with enough money to carry on the expensive business of government.

In Washington, a 10 per cent tax bill is before the two bodies. Many states in all parts of the country are considering or will shortly consider tax bills. Many municipalities are wondering whether they, too, can get revenue from the motion picture industry.

Now is the time for all exhibitors to join in a movement against increased taxes.

Get in touch with your congressman, your state representatives, and protest against any proposed increase in taxes.

Show these gentlemen that the tales they may have heard of Hollywood extravagance should not be made reasons why the entire industry should be placed under an additional burden. Point out that increased tariffs at this time would prove a deathblow to many houses which can hardly keep going under the heavy load now.

Do not let the next fellow do all the work. Through your state or city organizations get in touch with your representatives immediately. In New York City, the T. O. C. C. is the recognized body. In Buffalo, the M. P. T. O. of Buffalo zone is the exhibitor unit. In Jersey, the Allied unit is preparing for battle.

The time for sectionalism has vanished. Individually, or through your exhibitor leaders, register your protest.

It is a time for all to join in. Don't delay. Do it now.

COCALIS' ELMORA, Elizabeth, was host to the two rival high school football teams of this city the evening after the game. . . . Chris Zusi, demon sports editor of the Elizabeth "Daily Journal," interviewed Georges Carpentier and Earle Sande when they played local engagements. . . . Cocalis' Elmora Theatre now running serials for the kids on Saturday afternoons. . . . New Year's eve was greeted by all first-run houses.

PETE ROEGIERS, former feature and movie editor of the old "Elizabeth Times," is now operating his own weekly rag over in the wilds of Ridgefield, N. J. . . . Your blundering correspondent acting in the capacity of real estate, obituary, financial, feature, exchange editors (also office boy).

### Gem Reopens

Gem Theatre, Randolph, has reopened, and Star, Buffalo, has been repaired and reopened under new management.

### Sound Installed

Following theatres have installed sound equipment: Palace, Wolcott; Artistic, Buffalo; Orpheum, Oswego.

### Mrs. Greenberger Passes

The mother of Sanford Greenberger, formerly story editor of Warner Brothers, and now handling publicity at the Little Carnegie Theatre, died recently at the Neurological Institute.



## Organized Checking—Has It Proved Its Worth?

No organization connected with the motion picture industry has found it more difficult to gain the confidence of both distributor and exhibitor than the Ross Federal Service, Inc., checking system used by the majority of the major distributors.

That exhibitors would be antagonistic was evident, but opposition from exchanges was unlooked for. A survey by THE NEW YORK STATE EXHIBITOR, taken after the Ross Federal Service, Inc., has been given every chance to make good, would tend to indicate that it is not altogether successful, that its imperfections greatly exceed its advantages.

The checkers are now being paid \$4 per day salary. In the metropolitan area, an average of three days' work a week is received by most of the men. With usually about three heavy checking days a week, most of the men, then, have little opportunity to gain a livelihood, averaging, as they do, \$12 a week salary.

That a type of exhibitor who objected to checking on the grounds that it might reveal unethical or illegal practices would attempt to bribe the checker was expected. Curb stories of this are many, and when one figures that the regular salary paid the checkers is small, acceptance of gratuities by checkers would not prove startling to anyone. THE NEW YORK STATE EXHIBITOR does not say that the checkers of the Ross Federal Service, Inc., are not dependable, but it points to the defects in a system which might encourage evil practices.

Exhibitors who play percentage resent the intrusion of checkers. Honest exhibitors feel it is a reflection upon them. Some exchanges, too, do not think that the checker will reveal discrepancies in their box-office statements. In the case of dishonest exhibitors, even with checking, these theatremen would use every means to thwart the system for their own ends.

There have even been stories told of checkers originally put on for a three-day checking engagement who have been pulled off the third day because the returns from the first two days did not even approximate the checker expense, which, incidentally, is an item which weighs heavily on the exchange during the year.

Would it not be a better method to sell the exhibitor on a flat rental, which would dispense with the checking system, give the exchange maximum return, relieve the exhibitor of this burden and make for a better deal all around?

Would it not be better for the entire industry to drop a service which has not gained the confidence of anyone concerned, and which apparently has not abolished any evils?

Would it not be better to place this industry on a higher plane, apart from the idea which places all exhibitors in the ranks of those marked "under suspicion?"

Would it not be better to put the honest exhibitor on a level by himself rather than class all theatremen as persons who are always trying to get away with something?

THE NEW YORK STATE EXHIBITOR is of the opinion that the Ross Federal Service, Inc., has not proved a success. It opens its columns to anyone who may have an opinion on the subject. All messages will be held in strict confidence, if so desired. If the system is successful, let the exhibitor or exchangeman say so.

And to Ross Federal Service, Inc., it also gives this opportunity of expression.

THE NEW YORK STATE EXHIBITOR feels that the time has come for a showdown on this matter. If Ross Federal Service, Inc., has proved its worth, let it stay. If it has not, then it should not survive.

—Herbert M. Miller.

### Warner Vaude

Elaborate stage presentations and vaudeville have been booked over the Warner Theatre Circuit covering a wide territory in the eastern states.

In New Jersey, houses which will have stage shows include the Fabian, Hoboken; De Witt, Bayonne; Montclair, Montclair; Stanley, Jersey City, and the Branford and Mosque, Newark.

In New York state vaudeville has been

### "Police Court" Soon

"Police Court," from Monogram and First Division, will be along soon.

Henry B. Walthall, Hobart Bosworth and others are included in the cast, which deals with a story of a vital problem.

booked in the Stanley Palace, Jamestown, and Keeneys, Elmira, and on Long Island in the Alden, Jamaica.

### Watching

## PATERSON

A Party at Which Joe Lefkowitz Is Feted

With Jim

DECEMBER 29 the 32 employees of the Regent Theatre enjoyed a delightful New Year's "get-together" party as guests of Joseph Lefkowitz, manager of the theatre. . . . During the course of the evening members of the staff of workers presented their manager with a handsome chromium cigarette case and lighter. . . . After the sumptuous meal had been disposed of, the guests enjoyed the entertainment and the special program of music arranged for the occasion. . . . Short talks were made by Meyer Phillips, assistant manager; Saal Sadur, orchestra conductor; Walter J. Penney, projectionist, and many others.

PRESENT WERE Joseph Lefkowitz, manager; Meyer Phillips, assistant manager; Karl Benjamin, William Rhodes, Howard Fritzsche, Raymond Fritzsche, Wm. McCann, George Brickman, Harry Phillips, Clarence Christie, Donald Milsop, John Barrett, Mrs. S. Whitney, Miss Ella Birchenough, Miss A. Whitney, all of the service staff. . . . Orchestra: Saal Sadur, conductor; Maurice Lefkowitz, John Dosso, Ernest Zanetti, Michael Ceilo, Michael Polcer, Joseph Durgett, Lou Zacher, Samuel Dnnkel, Peter Van Room and Charles Bianchi. . . . Projectionists: Walter J. Penny, Samuel Krackower, Harry Curtis, Joseph Labash, Robert Meek and Joseph Porter.

HAPPY NEW YEAR to all! . . . Not too late for that wish, is it? . . . Hope all our readers write masterpieces this year. . . . Marie Masure Liner, wife of Irving Liner, manager, United States Theatre, Peter Adams, prop., is to sing the leading role in "Carmen" at Eastside High School, January 12. . . . The Y. M. H. A., Paterson, has been giving moving picture performances. . . . Walter J. Penney was re-elected president of the Motion Picture Machine Operators' Union, Local No. 362, at the annual election of officers at the close of the year. . . . The members voted to donate 2 per cent of their salaries for the next ten weeks to the municipal unemployment funds of Paterson and Passaic. . . . Edward Hoffer was chosen vice-president; Leonard Hagedorn, financial secretary; Frank Constantino, treasurer; Ernest Borsdorf, Passaic delegate; Edward McGrath, Paterson delegate; Samuel Krockower, recording secretary, and Walter Nolan, sergeant-at-arms.

### Tiffany Case Settled

Tiffany, Syracuse, first runs go to the Novelty Theatre for the remainder of a five-year contract which expires in 1934, according to agreement just completed between the theatre and its across-the-street rival, the Rivoli. Argument was settled without an injunction although George E. Smith, owner of the Novelty, had applied for one in Supreme Court against Tiffany-Stahl Productions, Inc., and the Fitzer Amusement Company, Inc., lessee of the Rivoli.

Trouble over the bookings of westerns, staple product of both houses, led to the argument, Smith claiming that the Tiffany concern had entered into a new contract with the Fitzer Company last August in violation of his five-year agreement with them.



## Watching

**B U F F A L O**Lots of News About Shea  
and Other Dope

With Mary Ann

SHEA'S BUFFALO will celebrate its starting January 22, with a big stage, screen and music show. . . . Horace Heidt and his Californians will head the Hip vaudeville bill January 22. . . . It is rumored that Paul Whiteman will be in one of the Shea houses in February. . . . Emil Giffionello has joined the booking department of Shea Operating Corporation.

JOHN STEVENS, manager, Court Street Theatre, reports a gratifying pick up in business. . . . John Carr, manager, Shea's Hip, is sporting a low license number on his car. . . . Duke Hickey, Universal exploiter, has been in town helping exploit "Frankenstein" at Shea's Great Lakes. . . . Bob Murphy, manager, Shea's Great Lakes, is looking forward to "Emma," which will be followed by "Dr. Jekyll and Mr. Hyde." . . . Joe Weinstein is helping to break the depression by buying socks, shoes, shirts, etc., from the wholesalers in carload lots.

CEIL CLIFFORD, former assistant to Joe Weinstein, now assistant to Tim Donohue at Columbia. . . . Clayton Sheehan, foreign sales manager for Fox, visited his old home town, where he was enthusiastically greeted by his brother Norman, Fox, who thinks his brother Clayton is the biggest man in the film business. . . . Ted O'Shea, MGM manager, screened "Emma" at Shea's Buffalo Theatre for local exhibitors the other evening. . . . Jewel Cheskin (sister of Dave Cheskin, solo violinist), and assistant in the bookkeeping department of the Shea Operating Corporation, has been ill for two or three weeks. . . . Harry Slick, assistant orchestra conductor, is getting as much fan mail as a screen star, as a result of his swell radio broadcasts from the studios in Shea's Buffalo Theatre. . . . Eddie Mead, Shea publicity staff, is only sleeping on the job Monday, Wednesday and Friday.

SHEA BOWLING TEAM, consisting of most of the staff of the Shea art department, is still topping the list in the city league. . . . Bill Doerbecker, artist in the Shea advertising department, is scanning the stock exchange report every night. . . . James Hall, who appeared recently in person, co-operated with a "man-a-block" campaign.

LOUIS KUTINSKY, eastern division manager for RKO, spent the past week in the Buffalo office. . . . With the consolidation of RKO and Pathe, Howard MacPheron, former booker for RKO, is now office manager and feature booker for RKO Distributing Corporation, succeeding Elmer Lux. . . . Frank Maxwell is short subject booker. . . . May Cloos is cashier; Kathleen Cochrane, billing clerk; Irene Tuerner, RKO stenog; Lillian Rosen, contract clerk. . . . Sarah Weil remains secretary to Harry Dixon, manager. . . . John Rubach and Arnold Febrey are the shippers. . . . Frances Rubach now poster clerk. . . . Chas. Boasberg is handling the Syracuse territory for RKO. . . . C. P. Sheehan, Fox foreign manager, who spent New Year's in Buffalo, had as his guest Walter Hutchinson. . . . Dave Fred, who had been doing special exploitation work for the Shea theatres, has left Buffalo. . . . Fred has gone to Niagara Falls to handle the publicity for Shea's Bellevue.

## Bingo in Air

With Binghamton's new plan Council on the fence, as far as discussion of major items of importance is concerned, there is plenty of room for speculation and considerable controversy in legal circles and elsewhere as to whether the Council will take the matter of rescinding Sunday pictures to the Council floor.

Sunday pictures, won in Binghamton after years of fighting on the part of theatre owners and battling by representatives of the churches, principally the ministerial association there, have been a much-discussed subject of controversy since they were allowed by ordinance and a Council vote of seven to six in favor of the pictures.

In all probability the matter will in time come before the Council.

## Watching

**S Y R A C U S E**They Darken and the \$5,700  
Total Is for Charity

With I. S.

KEITH USHERS, without assistance, entertained a group of orphan children with Christmas dinner, presents and a show, digging down in the socks for the cash. . . . Paramount observed Christmas with a toy matinee. . . . Syracuse audiences, flocking to see William Haines in person, registered considerable disappointment, the act a decided flop. . . . Francis Brennan, former chief of service at Loew's, is now at Warners' Strand in the same capacity.

LEAVING AN ESTIMATED fortune of between \$500,000 and \$1,000,000, William Rafferty, local theatre promoter, died suddenly of pneumonia. . . . Under terms of the will, Mrs. Minnie E. Rafferty receives the estate. . . . Rafferty's theatrical interests included holdings in New York, New Jersey and Pennsylvania. . . . Final check-up reveals unemployment relief shows netted \$5,700. . . . Frank Sardino's Syracuse has folded up again. . . . Latest effort to hold open over the winter embraced a 15-cent policy, including stage show and film. . . . Harry Gilbert's Brighton, recently reopened, is also dark.

UNDERSTAND CHARLIE TAYLOR, that hard-working publicity director for all the Shea houses, had some very "original" Christmas cards this year! . . . It is hinted that the postal authorities are threatening to question Charlie about the theme of his cards which went out to so many of his friends. . . . Carlton Winckler went to N. Y.

EVERY YEAR at Xmas time, Aurora Theatre, East Aurora, under the management of Messrs. Price and Kyser, gives a free matinee. . . . All children up to high-school age are admitted free of charge. . . . This year they had an attendance of over 1,000. . . . Irving L. Price, vice-president Aurora Theatre, Aurora; Mrs. Price and son are at present in Europe. . . . Left December 7 and expect to return February 1, visiting France and England.

Albany Theatres Will  
Open Sundays for ReliefLittle Chance of Any Profit, But  
Lots of Good Will

Sunday movies become a fact in Albany, January 10, according to an agreement reached between Mayor Thacher and the Albany exhibitors.

The mayor is asking the exhibitors to open to provide funds for his unemployment relief.

The percentage arrangement has not been made public, but it is understood to be so liberal on the part of the exhibitors that they cannot hope to profit by these Sunday shows.

Mayor Thacher calls the opening an emergency move and does not assure the exhibitors permanent Sunday movies, but it is felt that the emergency will last through the winter and that, if Albany shows great appreciation of Sunday movies, Mayor Thacher will reconsider his determination to open them for benefits only.

RKO will give only picture shows at its new Palace on Sunday, leaving out its vaudeville.

Albany exhibitors gave their first Sunday movie show January 10 as benefit shows for Mayor Thacher's Albany Unemployment Fund.

The amount of the percentage the theatres are giving has not been stated, but it is understood to leave them no possible margin for profit, the object being to make a demonstration of Albany's desire for Sunday movies.

It is expected that some of the theatres, because of the inability to make money with the percentage they will give the mayor, will play special features for Sunday only, thus getting rid of some of their product that is not strong enough for a regular run.

## Two in Bingo Dark

Cameo Theatre, East Side playhouse taken over by M. E. Comerford string of houses at Binghamton, is still dark, having been so for more than eight months. Peoples Theatre, Bingo, transformed into a minnie golf course, also is dark now.

## O Boy! O Boy!

Though Newburgh theatres opened only one Sunday to give performances in aid of the unemployed, and donated the gross receipts, amounting to \$2,000, the Ministerial Association sent a note of regret to the City Council that such a method is employed even for a good cause.

The association warns of the hostility of churches to any attempt to commercialize films on Sunday. Meanwhile towns all around Newburgh have regular Sunday shows.



## Rochester Business Men Want Eastman Kept Open

### Co-operate With Publix in Order to Help Nabe

Importance of film theatres to other business enterprises in their territories was openly admitted in Rochester with offer of East Main Business Men's Association to co-operate in move to keep the Eastman Theatre open.

Offer came in the form of a letter from John L. Keenan, president of the association, to Harry L. Royster, district manager for Publix. This action followed the reopening of the Eastman for the holiday season after being dark for seven months. Closing of the Eastman had affected business in the vicinity plenty, as other downtown film houses are at least half a mile away. Film, with Thurston stage show, brought crowds into that part of the town and the merchants were not slow to recognize the difference.

Just what form the co-operation will take, if any, is still in the air, as the first letter was merely a feeler. Manager Royster answered pronto in effort to get together in time to keep the house open, but merchants indicated they would have to have more time to study the proposition as they considered it too big for snap judgment.

With highest prices in city for its big show, the Eastman did good business on its reopening.

### Ben Loewenthal Dies

Benjamin Loewenthal, pioneer in America in scoring music for motion pictures before the talkies, died at his Rochester home after a short illness, aged 62. He had been a pianist, accompanist and orchestra director. At one time he was accompanist for Susan Tompkins, violin soloist with Sousa's Band, and later for Maude Powell and Emilio De Gorgoza.

### Family, Utica, Schedule

Family Theatre, Utica, has once more slashed its price schedule. Six to 7 P. M., 10 cents to all; Saturday, 1 to 6 P. M., 10 cents to all; children with coupon, 1 to 6 P. M. Saturday, 5 cents; Sunday, 1 to 2 P. M., 10 cents to all; 2 P. M. to closing, 20 cents.

### Murray Marries

James M. Murray, assistant to Manager Harold Gabrielove, Broadway, Newburgh, is receiving congratulations on his marriage to Helen Kingsley, Firthcliffe girl.

### Ads Help

Business in Kingston has perked up remarkably as a result of the heaviest campaign of newspaper advertising the houses have ever engaged in.

### "Hound" Soon

"Hound of the Baskervilles," from First Division, third of the Sherlock Holmes stories, will be along soon. After the success of "Speckled Band" and "Fatal Hour," exhibitors are eagerly awaiting the third of the series. The story is perhaps the most popular of the Holmes yarns.

## Ginsbergs Say Beacon House Will Be Completed

Announcement is made by Benjamin Ginsberg, treasurer of the B. J. M. Amusement Corporation, that plans are being made to complete its new theatre building in Beacon in the spring.

Company is now operating the Paragon and finds business so good as to warrant operation of a second house.

Structure it is intended to finish is located on Main Street and was started three years ago. Work has been going on intermittently, and the building is now fully enclosed and roofed. Some exterior work remains to be done.

### Another House

Close on the heels of an announcement by the Ginsbergs, comes word of the leasing of the auditorium of the St. Rocco Society's building for film purposes. The lease has been taken by Egidio Baracca, a Beacon grocer, for a term of five years. Baracca's son Louis is to conduct the new house, in which sound is to be installed.

### Kornblite in Limelight

Plans are being made at Binghamton by mayor's unemployment relief committee to handle unemployed relief with assistance of local theatres, in tie-up with all advertising agencies in launching campaign for funds. Not only that, but receipts from benefit shows will be handled by Ned Kornblite, as treasurer for such committee funds.

### Academy, Wappingers Falls, Opens

New Academy, Wappingers Falls, between Beacon and Poughkeepsie, will reopen January 16 under the management of Philip Eisenberg. House takes the place of the old Academy, destroyed by fire some months ago. Interior has been finished in old English. Wappingers, with Hughsonville nearby, is regarded a good show town.

### Amsterdam Change

Amsterdam theatres have adopted a new policy, showing features at the Rialto Theatre at slightly advanced prices, instead of at the Strand, where they hitherto have been shown.

Strand will now have a change of program three times a week instead of twice.

### Broadway Reopens

Moss' Broadway has reopened again. Straight picture policy, with stage show out.

## Product Shortage Due To Embarrass Exhibitors

### Paramount Only Making 60, Others Cutting Down

That many exhibitors will be embarrassed for product in a few months is indicated, unless theatremen take unto themselves some more pictures.

Paramount, it has been announced, will make only 60 pictures. Some companies have given indication of their intention to complete everything they promised, but all of these promises may or may not be fulfilled. It is believed that at the coast conference of producers verbal agreements were made regarding the completion of product, with the result being that with less product more companies could get into more spots.

Less product would result in a higher class of material, more opportunities for the distributors and more chance for the indies.

If exhibitors had known this when the buying season started, all would be well, but coming at this late date the information is liable to prove embarrassing.

### William Kelly Passes

Missing for nearly a week, the body of William Kelly, former part owner of the Victoria Theatre, Rochester, was found in the Barge Canal a short distance outside the city. His automobile was nearby. Coroner David L. Atwater gave a verdict of suicide while temporarily insane. His brother, Bert Kelly, identified the body.

### Pomeroy's Patents

Roy J. Pomeroy, film director, technical wizard and sound engineer, has many new devices for the mechanical improvement of talking pictures which he expects to patent in early part of the new year. During the past few months, Pomeroy has been granted three additional patents on sound recording and reproduction devices.

### Incorporations

Quadruple Film Corporation, Ltd. of Manhattan. To deal in motion pictures, etc. Capital stock, 100 shares, no par value.

Lincoln Pictures, Inc. of Manhattan. To deal in motion picture films, machinery, etc. Capital stock, 1,000 shares preferred at \$25 and 200 common, no par value.

### New Vaude Angle

Vaudeville continues to make gains in the Hudson River district. The latest house to put on stage shows is the Broadway, Kingston. Management calls attention to the fact that "this move will bring 25 to 30 additional persons to Kingston each week, thereby aiding hotels, restaurants and stores.

"It will also give employment to musicians and additional stage hands."



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Saranac House Helps

Two hundred and fifty cans of vegetables were secured at a special matinee held in the Fox Pontiac Theatre, Saranac Lake, by Manager A. B. Anderson as a means of aiding unemployed residents of the community. Admission was made upon the presentation of canned foods.

Same theatre gave a benefit performance for the Saranac Lake high school band.

House was also packed for a benefit show given under the auspices of the Saranac Lake Women's Club, with the percentage proceeds going to the Saranac Lake Free Library.

Benefit performances are all the rage in the Hudson River towns north of Yonkers. Several have been staged in theatres in Hastings, Dobbs Ferry and Tarrytown in the past few months.

## Fiddling

Old-time fiddlers' contest was held at Capitol Theatre, Binghamton, as feature of "Way Back Home." Under direction of promotion manager Fred Perry, event was staged before a large crowd.

## Fox, Utica, Aids

Staffs at the Avon and Utica (Fox) Theatres, Utica, filled eight baskets with food and other good things to eat for that number of needy and hungry families. Fifty children numbered among the eight families were given toys.

## Lincoln Day Nifty

"Two Fisted Justice," latest Tom Tyler from Mcnogram and First Division, is an ideal attraction for Lincoln's Birthday, what with sequences depicting Tyler and the martyred President.

The picture was made with an eye toward the holiday trade; with this in mind, First Division cautions exhibitors to get dates in early so that there may be prints for all.

## Presidents' Club

Nearly 5,000 children are enrolled in the Rochester RKO-Palace Presidents' Club, which boosts the Saturday morning shows for children. The "Times-Union" co-operates in the project by printing drawings of a president each week. Children cut out the drawings, bind them into a book and write an essay on their favorite in competition for \$100 in prizes as the end of the contest. Buttons of the president of the week are given out each Saturday morning.

## Nifty

Fox-Eckel tied with Syracuse "Herald" for the production of a local talkie. Gag had the femme lead as "Miss Better Times," supposedly on assignment for the paper's city desk, interview local business men on prospects for continued improvement in conditions through winter and spring months. The interviewed paid for the privilege of seeing and hearing themselves on the theatre's screen for a week, simultaneously their advertising appeared in the paper.

Management of Orpheum, Kingston, had Santa Claus for Christmas, and he appeared on the stage, cracked jokes and sang, and distributed candy to the youngsters.

## Oneida Party

Oneida Theatre, Utica, pulled a special Christmas party, with every boy and girl under 16 invited to attend a Saturday morning showing. An advertisement in the newspapers was the slip of admission.

Manager Ginsburg, Paragon, Beacon, made a big hit with the youngsters of the town by bringing a children's all-talkie, endorsed by women's organizations.

Paramount, Peekskill, gave a morning performance for 700 youngsters from children's homes and other institutions.

## Children Happy

Twenty-six hundred from the city institutions attending the first of the morning matinees at the Strand had a wonderful time.

The children, guests of Judge Levy, of the Children's Court, arrived at the Strand in buses and private cars loaned for the occasion. There was another morning matinee for the institutional children the following Saturday, at which the program was repeated. The matinees were made possible through the courtesy of H. M. Warner.

Members of the Olympic skating squad, in training at Bear Mountain, were introduced from the stage to audiences in the Broadway Theatre, Newburgh.

## Central Houses Aid

Little Falls Lodge of Moose, in co-operation with the Rialto Theatre, staged a Christmas party there for the children. Kiwanis Club, Boonville, entertained 500 children at a party in the Avon Theatre in that village.

A thousand persons crowded the State Theatre, Middletown, on the approach of Christmas for the annual community song-fest. Odell S. Hathaway donated use of the house.

## Nearly Tibbett

Reported presence of Lawrence Tibbett, Met. and movie star, in Syracuse under an assumed name for possible surgical attention gave Harry Shaw, Loew's State managing director, a busy 43 hours. Shaw's interest lay in the fact that his house was playing "The Cuban Love Song," and he saw an opportunity to crash page one if Tibbett could be located here.

Shaw spent the greater part of the day checking.

And the patient's supposedly assumed name was actually his own.

## "Two Fisted Justice" Is Okay for Lincoln's Birthday



Tom Tyler, Barbara Weeks and Kit Guard are featured in "Two Fisted Justice," from Mcnogram and First Division. It would be a timely booking for Lincoln's Birthday.

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PUBLISHER

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### Cards for "Parade"

Preceding the opening of the new Warner picture, "Manhattan Parade," at the Winter Garden, the management instituted a three-day mailing campaign over their entire mailing list.

The postcards contain an individual message of a humorous nature, featuring the former Avon Comedy Four Comedians, Smith and Dale, and they are linked together by their contents and copy.

Manager William Thoms, Sol Bloom's Strand and Ritz Theatres, Port Jervis, has arranged to give each woman patron a piece of dresserwear.

### Vogt Entertains

New Ritz, Kingston, Floyd Vogt manager, entertained the Elks Lodge's annual Christmas party for children.

Invitation to the kiddies was city-wide and there was a great crowd of them.

Manager Larry Conley, of the Stanley, had 16 orphans from the Home for the Homeless, Jersey City, as his guests at a matinee of "Sooky."

### Brooklyn Strand Contest

Ed Savin, business manager of the Brooklyn Vitaphone studio, chaperoned a filming crew at the Brooklyn Strand Theatre, where screen tests were given seven girls who had qualified as the seven prettiest Brooklyn girls in a beauty contest sponsored by the Strand, a large Brooklyn department store and the Brooklyn section of a New York newspaper.

### Utica Spirit

All the Utica theatres co-operated with local committees in receiving Christmas gifts for the needy of that territory. At the Stanley a large box was placed in the lobby, into which clothing, shoes and other garments were dropped by patrons.

### Hudson River Whoopee

An unusually large number of Hudson River houses held midnight shows on New Year's Eve, and these were largely attended. The Park, Newburgh, remained consistent to its policy of 25 cents top, and distributed favors.



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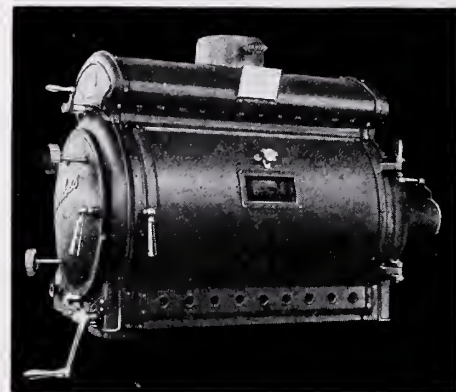
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### Welcoming Fanchon-Marco

One of the biggest exploitation stunts ever attempted in Newark, N. J., was arranged by all of the Warner Brothers' theatres in the zone as a Christmas week business-getter and to inaugurate the elaborate opening of the Fanchon & Marco units at the Branford Theatre.

The stunt was in the nature of a gigantic parade, participated in by every one of the Warner theatres in the zone, and each unit had a float of its own. The parade was led by the Branford Boys' Band of 45 pieces.

Strand, Newburgh, has revived amateurs' night as a Saturday feature.

### "Frankenstein" Sensation

For the first time in the history of Yonkers, police reserves were called to handle a crowd seeking admittance to a theatre.

For the showing of "Frankenstein," Yonkers RKO Proctor Theatre, a crowd more than four blocks long stood in line waiting for the box office to open.

Loew's Theatre, Yonkers, is staging an "amateur night" for boys.

### Waldrons Aid

Waldron Brothers, Broadway Theatre, Haverstraw, not only donated use of the house and loaned the films for a special benefit show, admission to which was food-stuffs, but added a large amount of meat to the collection for distribution among the needy.

### Gifts

Liberty, Poughkeepsie, is holding what it calls "electric clock matinees" on Tuesdays and Fridays, when four prizes are awarded. State, same city, is holding gift nights.

New State, Newburgh, put on as a stage attraction, some numbers by 50 children of a local dancing school.

### "Frankenstein"

Manager Fred Perry, Capitol Theatre, pulled a number of plugs for showing of "Frankenstein," at Capitol, among them being insertion of small readers in daily papers: "Nurses Wanted—Apply for emergency during showing of 'Frankenstein,'" Fred Perry, Capitol Theatre."

Peekskill Theatre, Peekskill (independent), is putting on stage shows for the week-ends.

### Rogers Aids

Through the Mayor's Emergency Relief Committee, Manager Dave J. Rogers, New State, Newburgh, had a few hundred children from orphanages and needy homes as his guests at a matinee. The entire mezzanine balcony was reserved for them.

### Christian Spirit

Newburgh Young Men's Christian Association, which is undertaking to entertain jobless men and their families during the unemployment emergency, is staging film shows on Saturday evening, the first at 6 for boys and the final one at 8 for families.

Films are loaned free by managers of local theatres.

## Lightman's Call to Arms

Following statement on the proposed 10 per cent tax has been sent to all of the affiliated state and regional organizations by national president, M. A. Lightman, Motion Picture Theatre Owners of America:

"This is a call to arms! A challenge has been hurled at the power of the screen, and an immediate response on our part can defeat this challenge. Secretary Mellon has seen fit to propose a most unfair tax on theatregoers. This is a discriminatory tax. Why should we be singled out when we already have more responsibilities now than we can carry? The theatre is no longer considered a luxury. It is a place of education, of culture, of advancement of civilization. It affords the working people one place where they can enjoy all of the fine things in life at a very nominal cost.

"Each and every exhibitor of the United States should resent this proposed tax with all the force that he can muster.

"We have always yelled about the power of the screen. If ever an occasion presented itself to test this power out, that occasion is right now. We should start running slides, trailers and other propoganda on the screen. We should employ four-minute speakers to get upon the stage and point out just how unjust this tax is to our patrons. We should have stamped stationery addressed to our congressmen in our districts available at our box office, and appeal to our patrons to sign a letter or postal card of protest as they go out of the theatre. We should storm the capitol with thousands of such letters from all over the United States. You can believe me, if anything will impress these fellows, it is a tremendous mass of correspondence from their home folks.

"So I am writing this letter appealing to you to write a strong letter to every exhibitor in your organization urging them to start this mail campaign to the capitol. This is a serious business. Taxation on admissions right now would spell disaster. A pitiful spectacle would result if such a law is passed.

"If ever an exhibitor organization could do a job, it can do one right now, and the slight bit of delay may mean defeat.

"There is no question in my mind that if enough of the right kind of propoganda is presented to motion picture audiences, that hundreds of them in each vicinity would be more than glad to register protest in the manner indicated. The manager of the theatre should make it his personal business to stand in the lobby and solicit such aid from his patrons, because in the last analysis, his patrons must carry the burden.

"As leader of your exhibitor organization, you are charged with this responsibility. The effectiveness with which this work can be done will depend a great deal upon the manner in which you go at it. If you have a better plan, please wire me at once, as certainly I want to help in this work in the most effective manner. At least at the present moment this is the very strongest plan that suggests itself to me.

"Don't delay. Start this work immediately! Time is our most important consideration right now."

## "X Marks the Spot" Ballyhoo



An army of newsboys shouted the news that Tiffany's "X Marks the Spot" was playing at the B. S. Moss Broadway Theatre. They distributed the flashy tabloid heralds thrown out in conjunction with this smashing newspaper story.



## Watching

**ALBANY**

Preview of "Emma" and "Frankenstein" Goes Big

With Bill

CHRISTMAS and New Year's put a big dent in one kind of activities at the exchanges along Film Row and increased another. . . . Plenty of exhibitors sent in gifts to the boys and girls just to show that they were good sports. . . . Metro-Goldwyn-Mayer gave a private showing of "Emma" at C. H. Buckley's Harmanus Bleecker Hall, December 30, and drew out a lot of the trade. . . . Mike Kallett, Oneida, came to town to get a look at the picture. . . . Ollie Stacey, formerly manager of the Empire (vaudeville and pictures), is now joint manager with Steve O'Hagen, of the Ambassador night club, between Albany and Troy.

WARNER first-run and one second-run house and the RKO-Palace gave midnight shows New Year's Eve, but the Buckley houses closed with the last regular showing, getting going again at 10 o'clock New Year's day. . . . RKO-Palace extended its regular four-act bill to six acts for this performance, and Warner's Strand offered a bargain at its first evening show that night of "Manhattan Parade," the closing feature, and "Frankenstein," the new one, for the same price. . . . They had two bona-fide nurses in attendance at "Frankenstein" to quiet any possible nervous wrecks, but traffic officers were more needed to handle the crowds. . . . "After our precaution in having these nurses," says Joe Feldman, publicity man for the Warner houses, "one woman left the theatre after 'Frankenstein' saying, 'I don't think it's scary.' Hard boiled!" . . . Bennie Darrow, MGM exploitation man, is back in town to work on future bookings in Albany and Troy. . . . He spent Christmas with his family in Cairo, Ill., and then hit out for Albany.

CUTS IN PRICES are coming all along the line. . . . In Albany since the RKO-Palace gave them a 25-cent admission for picture and vaudeville until 1 o'clock and 35 cents until 6, Leland dropped from 35 to 25 cents for night top and 20 cents for matinees. . . . State, next door, went from 25 cents to 20 cents top and Harmanus Bleecker Hall went from a 35-cent matinee to a 25-cent one. . . . Warners followed suit with the Strand 25 cents until 1 o'clock and the Albany, second-run house, to a 15-cent top. . . . Miss Carr, secretary to Ralph Pielow, MGM exchange manager, has returned from a vacation in Bermuda, bringing back a tan that looks like a good time.

**Seiden's Italian**

Joseph Seiden, president of Judea Films, Inc., is entering a new foreign field and is producing an Italian talking picture, entitled "Little Mother."

**Badge for Chief**

As recognition of his efficient work in lining up Syracuse support for the Republican ticket in the recent elections, Charles W. Wilkes, inspector of public assemblies, was advanced to the post of chief inspector by action of the Common Council. As a little courtesy from Santa Claus the chief inspector was presented with a diamond-set gold badge by theatremen of the city.

**Paramount Flesh Gives Town Stage-Lovers Break****Chain Adopts Added Attractions to Combat Opposition**

Result of Syracuse Paramount's experiment with flesh is expected to definitely commit that theatre to a stage-film policy.

The first stage attraction to play the Paramount since the old Temple was acquired by a Publix subsidiary about two years ago, Thurston gave the house something akin to boom times business.

"Ladies of the Big House" was first announced to tie with Thurston, but was set back and "This Reckless Age" substituted.

A curious booking policy also played its part in making Paramount patrons uncertain as to just what the house was playing. Along with the other downtown theatres, the Paramount announced a New Year's Eve show, and, to get a jump on opposition, scheduled the opening at 6 P. M.

But instead of bringing in the film regularly slated to open on Friday, the attraction was "Ladies of the Big House," which opens for a week on January 8. Thus the house was advertising "Sooky" up to 6 P. M. Thursday, "Ladies of the Big House" from 6 P. M. until midnight Thursday and "This Reckless Age" plus Thurston, for Friday.

If the Paramount goes "flesh," as seems assured, Syracuse will have no less than four downtown theatres with stage shows—Keith's, Loew's and the Dewitt being the other three.

**Bogus Bogey**

Passers of bogus money have a yen for patronizing Yonkers Loew's Theatre. For the second time in five weeks a counterfeit bill was tendered to the cashier. The first attempt resulted in the arrest of two men.

## Watching

**ROCHESTER**

Brizee Offers "Alice" and All Wait for the Eastman

With Eeach

MANAGER TRUMAN BRIZEE, Capitol, screened "Alice in Wonderland" each morning of the holiday season as special draw for children. . . . Manager John Fenyevy opened the remodeled West End with much fanfare. . . . Manager Dave Nolan, Loew's Rochester, took plenty of kidding from his friends after he sent 500 Christmas cards each 2 cents short on postage. . . . Dave Kessler, critic for the "Rochester Journal," offered to take Cities Service stock to make good the mistake. . . . Cards sent out by Hav Nash, publicity director of the RKO-Palace, were not in good taste from an appetizing point of view, but then Hav is like that. . . . More vaudeville in the city hinges on action of the Eastman Theatre. . . . Both the Capitol and Century are contemplating flesh on the stage, but awaiting developments. . . . Musicians' union to have benefit shows at the Palace and Rochester, January 16. . . . Russell Carew, former manager of the RKO-Temple, now running the Central, a New York burlesque house.

EASTMAN, ROCHESTER, Palace, Regent, Century and Capitol gave New Year's midnite shows, Capitol only one holding to regular prices. . . . Regent and Century kept open until dawn as draw to merrymakers who wanted to take in two shows or more. . . . William B. MacCallum, old-time showman and former manager of Cook's Opera House, now the Family Theatre, was seen acting as cashier in the Ellis Candy Shop during the holidays. . . . Friend of Ted Ellis, former treasurer of the Lyceum. . . . Tom Grierson, organist at the RKO-Palace, is back after his Mexican trip. . . . 22,000 of 144,000 unemployed in Rochester, according to survey.

**Broadway, Nyack, Opens**

After having been closed for over two years, Broadway Theatre, Nyack, reopened Christmas Day and gave shows daily through the holidays, but has since relapsed to the policy of opening only on Saturday and Sunday.

Broadway is the property of Skouras Brothers, who sometime ago acquired the de luxe Rockland from Fox.

Playhouse is located next door to a church, and a report was circulated that the Village Board would not allow it to operate on Sunday.

However, the village ordinance allows Sunday operation by the Broadway. Manager Lowry, Rockland, is also in charge of the second house.

**Melva Now Arlington**

Arlington Amusement Co. has acquired the Melva, Syracuse, and site in Eastwood sector and will modernize the property as the Arlington. House has been dark for months; it becomes opposition to the reconstructed Palace, recently reopened. Policy will be straight films. As revamped, theatre will seat about 750 on the main floor and 250 additional in a balcony lounge.

**"Law of the Sea" Gets Premiere Newark Booking**

"Law of the Sea," Monogram and First Division's action tale, with William Farnum, Sally Blane, Rex Bell, Eve Sothorn, Ralph Ince and Priscilla Dean, received its first Jersey engagement at the Adams-Newark Theatre, Newark, and was received with acclaim. It is one of the hits of the Monogram season.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Two Kinds of Women"—Para

Miriam Hopkins, Phillips Holmes, Wynne Gibson, Stuart Erwin, Irving Pichel, James Crane, Stanley Fields, Vivienne Osborne, Josephine Dunn.

Rated as a programmer, it should top that category and slip nearly into the special class. Apparently Paramount has finally gotten around to where it belongs in the film cycle, and if this is an indication the long turn has finally been accomplished. Although this show should not prove a sensation, it is significant that it should herald a new Paramount era.

Estimate: Can this be true?

## "Charlie Chan's Chance"—Fox

Warner Oland, Alexander Kirkland, H. B. Warner, Linda Watkins, James Kirkwood, Ralph Morgan.

Not up to the standard of the other two Chan stories, this one should not find much complaint, however. Oland is up to par, but the need for attention to detail has tendency to slacken the pace of the tale. The detective atmosphere is carefully preserved. Those going for this sort of yarn will be pleased.

Estimate: Program fare only.

## "The Pocatello Kid"—Tiffany

Ken Maynard, Marceline Day, Richard Cramer.

A western which doesn't hit much of a mark. Maynard and his horse are handicapped and the story isn't one that is going to cause any handsprings from kids or grownups. But Maynard's pictures have been of such neat order recently that perhaps this one won't find complaints.

Estimate: Not up to the usual Tiffany-Maynard standard.

## "Night Beat"—Action

Patsy Ruth Miller, Jack Mulhall, Walter McGrail.

Again the gang element, but no sympathy is shown for the lawless group in this inde production. It's Mulhall's first for an independent in many months and his name should help sell the show. Again Action has contributed something which won't find many complaints.

Estimate: Fair program.

## "Hon. Mr. Wong"—FN

Edward G. Robinson, Lovetta Young, Dudley Digges, Tully Marshall, J. Carroll Naish.

The film is lavish, the cast good, the attempt better than average, but "Honorable Mr. Wong" won't hit the grosses of other Robinson films. Sentimental and bordering on the tragic, the picture is a far cry from Robinson's usual order. Robinson, as a Chinese, who seeks to avenge gives an interesting performance, up to his usual style. The story seems familiar.

Estimate: Robinson's name is strongest. Sell him above the picture.

## "William and Mary"—Metro

Robert Montgomery, Madge Evans, Roland Young, Frederick Kerr, Reginald Owen, Beryl Mercer, Evelyn Hall, Jackie Searl, Alan Mowbray.

Something different for Montgomery and not altogether evident what the box office possibilities may be. The cast is sure fire, with the supporting folk especially able, but it is a question whether or not Montgomery's female following will take to him. However, the direction is good even though the title conveys little. Montgomery is capable.

Estimate: Should equal Montgomery's usual grosses even if it possibly will not top them.

## "Guilty Generation"—Columbia

Boris Karloff, Leo Carrillo, Constance Cummings, Leslie Fenton, Emma Dunn.

A gang yarn, but with some new slants. Carrillo gives his usual excellent performance, and Karloff's work in "Frankenstein" may be of aid to houses which have not yet played the picture. While the gangster theme has been outdone, the picture has other angles which may attract playgoers.

Estimate: Just a programmer, handicapped by theme.

## "Dragnet Patrol"—Action

Vera Reynolds, Marjorie Beebe, Glenn Tryon, Vernon Dent, Walter Long.

A fast inde production which ought to appeal to its own particular class of audience. These Action Pictures have proved satisfactory, in their class, and this one is no exception. The sea background always has interest, anyway.

Estimate: Fair program of its kind.

## "High Pressure"—Warners

William Powell, Evelyn Brent, Evelyn Knapp, George Sidney, John Wray, Guy Kibbee, Frank McHugh, Polly Walters.

This time Powell has a story that gives him a definite break. This time Powell's Warner picture will probably be liked. It's a step away from the stereotyped yarns that have been handed him, and with a supporting cast of intelligent and able folk, he should get away for good grosses. Mervyn LeRoy's direction helps a lot.

Estimate: It's a new Powell, and better box office, too.

## "Oklahoma Jim"—Monogram

Andy Shuford, Bill Cody, Franklyn Farnum, William Desmond, Marion Burns.

The kids will go for this aplenty, with the Shuford-Cody combination up to its usual standard. What with the Indian atmosphere, the usual breath-taking escapes, and lots of action, "Oklahoma Jim" ought to prove pleasing to action lovers.

Estimate: Higher rater in its own category.

## "Woman Commands"—RKO-Pathé

Pola Negri, Roland Young, Basil Rathbone, H. B. Warner, Reginald Owen, Anthony Bushell.

As Pola's first in many, many moons, it should draw attention, but the star doesn't exude the same fire as in "Passion" days. However, with a good cast, rather interesting story, and restrained direction, she manages to make something out of the show. Naturally, her return is more important than the vehicle.

Estimate: Play Pola to the limit.

## "The Struggle"—U-A

Hal Skelly, Zita Johann, Charles Richman.

When first presented in New York this picture proved to be the bust of the year. Audiences walked out on this modern version of the "Ten Nights" classic. Griffith apparently hasn't kept up with present trends. Later advices indicate portions of it are being remade. But the remodeling would have to be wonderful to make anything out of the show.

Estimate: See above.

## "3 From Gas Station"—UFA

Willy Fritsch, Lillian Harvey, Oskar Karlweis.

A UFA importation that is of the best of the German crop. German audiences should take to it, and interested intelligentsia might find appeal in it.

Estimate: A high rating foreign.

## "Panama Flo"—RKO-Pathé

Helen Twachtrees, Robert Armstrong, Charles Bickford, Marjorie Peterson, Maude Eburne, Paul Hurst.

Of the type of "Her Man," "Panama Flo" won't approximate success of that picture. It tries hard, but indications are that the show can't get by the just program rating.

Estimate: Fair, only.

## "Sunshine Susie"—Gainsborough

Renate Muller, Jack Hulbert, Morris Harvey.

Too long to retain any sort of pace, but an improvement over the usual English fare, "Sunshine Susie" might slip by where audiences are none too particular. The score is excellent while the sets are of high order.

Estimate: An average importation.

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## FILM NEWS NOTES

From  
**HOLLYWOOD**

By  
**JOE BLAIR**

Western Correspondent

1044 N. Martel Ave. HEMpstead 5982

### Saranac Folk Aided

Guests at the Adirondack lodge of the National Variety Artists near Saranac Lake, spent a pleasant Christmas and New Year's day, having traditional dinners with out-of-town guests on both days and an entertainment on New Year's eve. Vaudeville actors provided a show, while the decorated lodge, festooned with evergreens and streamers, lent to the holiday air.

**BORIS KARLOFF'S** amazing performance in the silent role of the man-made monster in James Whale's production of "Frankenstein," has won him a long-term contract with Universal, Carl Laemmle, Jr., announced. In "Frankenstein," Karloff's own features are almost wholly obliterated by the weirdest make-up worn by a screen actor, and credit for this unusual make-up creation goes to none other than Jack Pierce, head of the Universal make-up department.

**JOHN M. STAHL** has made a wonderful success as a director for Universal. With returns still coming in on "Seed," "Strictly Dishonorable" is now making records. Director Stahl's next picture "Back Street," a Fannie Hurst story, will enter production soon and upon completion Stahl will make "Left Bank," a current Broadway stage-hit.

**LOUIS A. SARECKY** has departed from the executive ranks of the RKO-Radio Studio. Too bad! Sarecky turned out more winners for Radio than any other associate producer on the lot. New regimes require new faces; hence, old faces with good records count for naught! Such is the great game of motion pictures.

**WILLIAM BAKEWELL** was borrowed from MGM by Fox for the featured juvenile role in "First Cabin." This is the second successive production for this organization for Bakewell, one of the most promising youngsters of Hollywood.

**STAN LAUREL AND OLIVER HARDY** completed and previewed "The Up and Up," their latest Hal Roach comedy hit. This one should tickle the most conservative. They go through thrills, crashes, bumps and what-not as express messengers delivering a piano up a huge flight of stairs to a palatial home. As the director, James Parrott deserves a bouquet.

**FRANK FAY** is cutting his eye teeth as a producer. He is making "A Fool's Advice" at the Columbia studio for Columbia release and is financing the picture himself. Fay, enacting one of the featured roles of the picture, is the husband of Barbara Stanwyck, who finally came to terms with Columbia.

**IRENE DUNNE** received two nice presents just before Christmas. Soon after being signed to a new long-term contract, Miss Dunne was given the starring role of "Symphony of Six Million," a Fannie Hurst story, which Gregory La Cava has been assigned to direct.

**STEPHEN ROBERTS** has been given the assignment of directing Richard Arlen in "Sky Bride," Paramount's latest story

## BOOK REVIEWS

*A HISTORY OF THE MOVIES*, by Benjamin B. Hampton. Covici Friede. \$5.

**HERE IT IS**, exhibitors, the first intelligent treatise on the movies in a long while, since Terry Ramsaye turned out his volume on the development of the cinema. And Benjamin B. Hampton, a name familiar to the trade, has created a volume which deserves the attention of all those who have lived through those memorable years which mark the history of this business.

**HAMPTON** has included snatches of everything. No volume can give the detail of this business, but Hampton has touched upon all changes, developments, trends of the motion picture industry. He takes the reader from the peep show down to the cathedral of the present day. He reviews the General Film patent war, the entrance of the present-day leaders into the business, the development of the industry, the exhibitor conflicts, especially that memorable one in 1921, the rise of the chain theatre, the decline of the independent, and, finally, to the present day, when he predicts that chain operation on a large scale cannot be successful, that the independent is best fitted to run theatres.

**IT IS ALL** a nice bit of reading. Old-timers might well brush up their memory, might devote, to their own betterment, some hours to the Hampton work. Newcomers can easily realize what a business this is by brushing up on some of the things they won't know before they read the yarn.

"**A HISTORY OF THE MOVIES**" is heartily recommended to all those who like to think of the good old days. It is interesting, romantic reading for all in the business.

—H. M. M.

### Washington Film Ready

Eastman Teaching Films, Inc., Rochester, is issuing film, "George Washington—His Life and Times," this month for schoolroom use. Idea is to make history live for the younger generation. Prominent historians and dramatists have co-operated in the production, which has taken over a year. About 25 reels have been made, but this will be cut plenty for school showings.

### Vaude at Mosque

Mosque Theatre, Newark, reopened Christmas Day with new policy of Vitaphone shorts and eight vaudeville acts.

of aviation. Roberts was a former teammate of Norman Taurog, who made "Skippy" and "Sooky." They were Educational comedy directors a few years ago.

**ONE OF THE MOST** versatile men in Hollywood is Hugh Herbert, who furnishes considerable comedy in RKO-Radio Pictures' "The Lost Squadron," starring Richard Dix. Herbert was a star vaudeville performer and the writer of skits before he came to Hollywood to write for the screen. Since then he has directed four pictures, written seven screen stories and acted in twelve.



Joe Blair

to everyone during the coming year.

**ANNOUNCEMENT** was made recently that Harry Pollard is scheduled to direct little Jackie Cooper in "Limpy," a forthcoming MGM production. Pollard was the director of "The Southerner." Why Irving Thalberg and Louis B. Mayer wish to take a chance on Jackie Cooper's future with a director who finds it difficult to get across a winner, is more than I can understand.

**KEN MAYNARD** has completed his latest picture for Tiffany, "The Texas Gun Fighter," made under the direction of Phil Rosen. The picture gives promise of another Maynard success. His previous vehicle was "Branded Men," which won excellent notices everywhere. "Ken" rates as one of the foremost western stars. His series for Tiffany have won universal appeal all over the country.

**WHILE THE LOCAL** RKO-Radio studio squandered "thousands" and consumed more than three months in trying to make "Lost Squadron," an air picture, Larry Darmour, independent producer releasing comedies through RKO-Radio, has in ten days' time made one of the finest air pictures I have ever seen. In this picture, "Air Eagles," the air shots are as good if not better than those I saw in "Wings" and "Hell's Angels." The success of a few of these independent producers should make some of the "big boys" feel quite ashamed of themselves when it comes to make box office pictures.

**OLIVER DRAKE**, who wrote the screen play for "Montana Rides," RKO-Pathe's new western picture, starring Tom Keene, acquired his knowledge of the range from actual experience on an Idaho cattle ranch. Drake makes his "western" stories ring true and never forgets to insert the so-called box-office ingredients.



● ● ● ● AND

A

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*to All*



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*Independents Control Majority of Theatres in Territory*

THE NEW YORK STATE

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Vol. 4—No. 10

NEW YORK, JANUARY 25, 1932

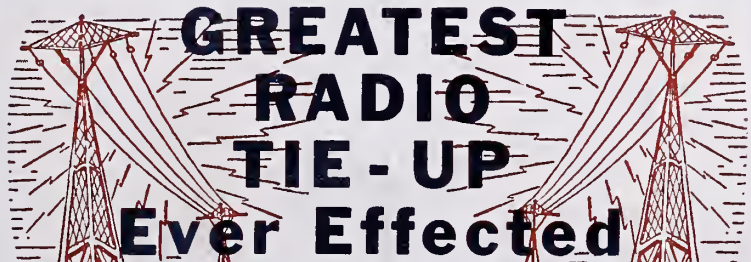
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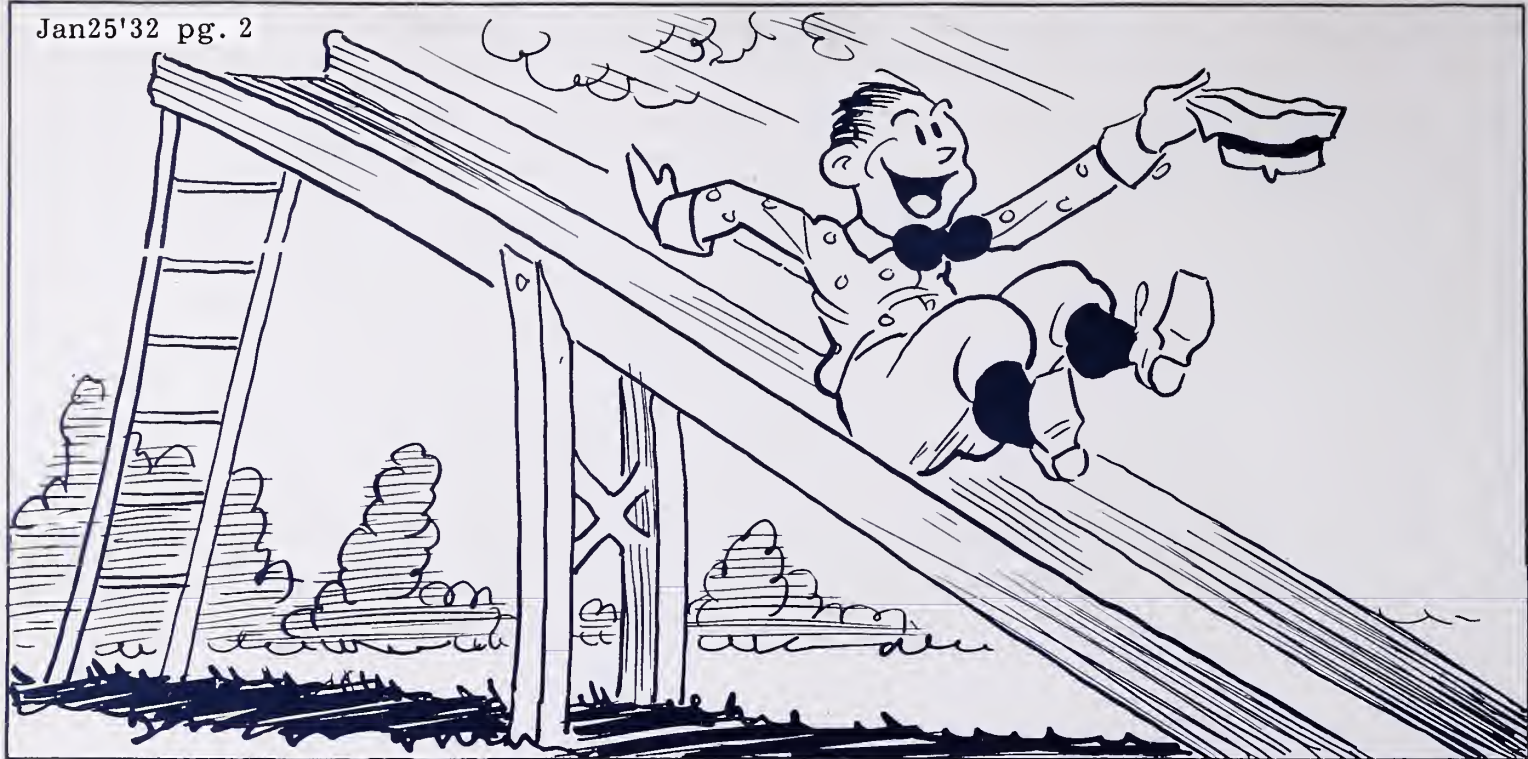
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- Midland Circuit, Kansas City, Mo.
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- Rialto Theatre, Louisville, Ky.
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- Capitol Theatre, Atlanta, Ga.
- Rialto Theatre, Denver, Colo.
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- Broadway Theatre, New York City
- Fox Theatre, Detroit, Mich.
- Roosevelt Theatre, Chicago, Ill.
- Fox Theatre, Washington, D. C.
- Loew's Theatre, Los Angeles, Cal.
- Warfield Theatre, San Francisco, Cal.
- Liberty Theatre, Seattle, Wash.
- Lyric Theatre, Minneapolis, Minn.
- Albee Theatre, Providence, R. I.
- Hippodrome, Baltimore, Md.
- Imperial Theatre, Asheville, N. C.
- Royal Theatre, Charlotte, N. C.
- New Lafayette Theatre, Buffalo, N. Y.
- Grand Theatre, Albany, N. Y.
- Olympic Theatre, Utica, N. Y.
- Temple Theatre, Toledo, Ohio
- Victory Theatre, Denver, Colo.
- Tompkin Theatre, Colorado Springs, Colo.
- Rialto, Pueblo, Colo.

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### No Time to Tax

IT will be quite a struggle, this campaign to convince legislators and lawmakers that the tale of Hollywood salaries and gala grosses they hear and read about are exceptional. Yet, if all hands get together it may still be possible to ward off this threat of additional taxes on movie theatres.

Months ago, when exhibitor organizations requested that the trade stop publishing exceptional and inflated grosses of key city houses, nothing happened. No one paid heed. Now, these same published grosses are being used as arguments by those who wish to add additional burden on movie theatres.

It is up to the exhibitors to lead the way. Let them, through their representatives, convince these lawmakers that conditions in the industry are at low ebb; that the values of shares on the Stock Exchange are the real keys to the state of affairs in this business, not Constance Bennett's salary or the gross of "Mata Hari" at the Capitol, New York City. Let them tell the congressmen, representatives and state legislators that if additional taxes are placed on houses, many will be forced to close, imperilling business in many towns and providing the last nail in the coffin, turning many small cities into citadels of depression.

Let legislators realize that the movies now present the sole outlet for giving amusement to a public which grasps at a chance to forget its worries for a couple of hours. Let these lawmakers understand that an additional tax invariably leads to the tariff being added to the admission prices, and that the public, itself, will have to pay.

In short, let the exhibitors tell their representatives that the load under which the industry is staggering is heavy enough without adding a greater burden.

Perhaps then the capital folk will realize that the solution to the financial dilemma in which they find themselves rests in an era of economy rather than a period of rising taxes.

Every theatre would be affected if additional taxes are passed. Therefore, it is up to every exhibitor to do his part. A deluge of protests from every branch of the industry would be emphatic, so strong that it would be almost certain to turn the tide.

The exhibitor who shirks, who thinks that the next fellow will do the job, will wake up one of these fine mornings and discover that the government has passed a tax. No exhibitor deserves to remain in this business if he has not strength enough to combat this ogre which faces every division of the business.

The distributors are already at work. The exhibitors must write to their representatives, must protest. The trade should abolish this system of publishing grosses. Instead, let there be a substitute system, without figures.

And the public, too, can be enrolled. Every screen must drive home the message, that additional taxes will lead to higher admission prices. The screen can be made a vital medium, and must be used. Do it now before it is too late.

The time to act is immediate. Everywhere exhibitor organizations are formulating plans. When the co-operation of exhibitors is requested there can be only one answer: I WILL HELP.

### 3,500 Years Ago

HISTORY never has to go far to find parallels. Human beings are little different today than 3,500 years ago. Millions of our ancestors crossed the seas to these shores to escape persecution, seeking freedom and justice. Today, descendants of those same people seek to create laws barring others who want the same opportunities their forefathers sought.

So rigid are the restrictions that those desiring admission are finger-printed, like criminals.

What, one might ask, has this to do with our industry?

The parallel is an exact one. The very people who made this business what it is are being pushed around, like checkers on a board. Exhibitors, distributors, employees and others are being shunted around as if they are manikins.

The small independent, through hard work, built this business. Today he is being forgotten. Score charges and other annoyances and adversities are being placed in his path.

If the independent exhibitor goes, then the foundations of this industry is weakened, undermined.

### Again That Product Problem

REGARDLESS of the silence of many of the producing organizations, and the assurances of others, exhibitors may resign themselves to the fact that they probably will not get all the product their contract calls for. Paramount, with 60 features in place of the amount specified in the contract, is the first company to come forth definitely with information the exhibitor could have used some months ago.

No one can deny that there will not be some sort of a benefit from this intention, on the part of the companies, to cut down their 1931-1932 totals. The distributors, themselves, will benefit, with exchanges being able to get into more spots, now that exhibitors who thought they had sufficient pictures find themselves forced to go into the market for pictures. The independent producers, too, will get some sort of a break, enough to encourage them to put a little more money into their '32-'33 production programs.

And when the new season rolls around the exhibitor will not be caught short. He will have learned by experience.





# Independents Still Control Majority of Seats in District, Theatre Survey Shows

## 134 Silents

One hundred and thirty-four houses are still running silent pictures, the survey reports.

Must be tough to get film.

## Watching

### CROSSTOWN

Feud Between Phil and Walter and Others

IT LOOKS as if a feud will start shortly between Phil M. Daly and Walter Winchell. . . . Winchell did break a confidence so that the rest of the country could hear about the Best Ten. . . . To the best of this column's knowledge, there was a Monday release date and Winchell used it on Saturday night. . . . No wonder the film critics are burning. . . . When Phil calls it a double cross, it looks just about right.

AL SHERMAN sends out his AMPA letters expectantly. . . . He's the secretary. . . . With Lewis Milestone and Jane Morley having been scheduled for the last meeting. . . . Alex Moss now has an advisory advertising business all of his own. . . . "Scarface" is now called "Shame of the Nation." . . . It also could be used as a new title for "The Struggle." . . . To the best of this column's knowledge, "Around the World with Douglas Fairbanks" is an ideal double feature, some chains think.

THE SPRINGER-COCALIS-306 FEUD continues. . . . Local 306 claims it smells a victory. . . . Paramount thinks a lot of "The Man I Killed." . . . Hal Dygert has resigned. . . . Arnold Van Leer is back at the Palace. . . . D. L. Faralla has resigned from Educational. . . . Hollywood is invading New York state with offices in Buffalo. . . . Leo Trainer is now assistant manager at the Rialto. . . . Sidney Samuelson is now a vice-president of the Allied body. . . . There is a rumor afloat that Allied may soon lose some of its valued units. . . . Just a rumor. . . . Virginia Morris is with Fox.

AL STERLING is managing the Harlem Opera. . . . The Lent warnings are being handed about already. . . . With Public committed to a cut-to-the-bone policy. . . . Film Board held its first meeting since the recent re-election, last week. . . . Nicky Goldhammer, formerly with Warners here, is selling for RKO back in the midwest.

FIRST DIVISION and Ameranglo have new offices at 1600 Broadway. . . . Since the exchange's expansion it has been very busy. . . . With the home offices hopping over. . . . Exchange will do business at the same old stand. . . . Josef Zimanich has joined National Screen.

## New Loew House Opens

Loew is opening a new neighborhood house on 72nd Street, seating 3,000.

Theatre will have two entrances, one on 3rd Avenue.

## Annual Report Indicates Depression and Bad Business Caused Passing of Many Houses — Plenty of Silents Left in Territory, List Proves

Independent theatre operation in the metropolitan area overshadows those of the affiliated houses to a large degree, annual survey of the district by the New York Board of Trade reveals.

There were 1,175 houses open and closed in the territory at time of the survey, with the list including only those houses considered still likely for theatre operation included. Theatres which have given way to other lines of endeavor have been scratched off the list.

Furthermore, comparison with a rough survey of last year indicates that there are less theatres in operation, a fact attributed to the depression and general business conditions.

Here is the summary of theatres as recently completed by the Film Board:

Theatres in territory (this includes Westchester County and New York state as far as Poughkeepsie, Long Island, and Northern New Jersey as far as Trenton)	1,175
Theatres in New York	830
Theatres in New Jersey	345
Seats in New York	907,029
Seats in New Jersey	337,552
Affiliated New York theatres	129
Affiliated New Jersey theatres	89
Seats of affiliated N. Y. Theatres	274,539
Seats of affiliated N. J. theatres	141,608
Independent New York theatres	701
Independent New Jersey theatres	256
Seats independent N. Y. theatres	632,490
Seats independent N. J. theatres	195,944
Sound houses	1,041
Disc only	64
Film only	429
Disc and film	548
silent houses	134
Closed sound houses	63
Closed silent houses	132

## New Life for Bridge

Washington Bridge Amusement Corporation, E. Friedberger, now has the Bridge Theatre, former Haring and Blumenthal house.

House is near the Heights end of the George Washington Memorial Bridge.

## Sloane in St. Cloud

S. Sloane, operating in Camden, N. J., now has the St. Cloud, formerly the Opera House, Washington, N. J. Theatre was closed for awhile.

## 195 Closed

There are 195 closed houses in the district, the Film Board survey indicates.

This includes 63 wired theatres, and 132 silent.

## Resigns



Sidney R. Kent

For 14 years one of the major leaders of Paramount Public, who has resigned that office. His resignation came after rumors of differences with the Chicago body lately coming into the company. He leaves his office with the good will of exhibitors in all parts of the country who appreciate his fairness, his good will and his understanding of their problems.

As one of the leaders in the plea for a new 5-5-5 contract he again drew their applause.

He was named a P. P. vice-president in 1930.

## Bronx House Shifts

Change of ownership is indicated in the Melrose Theatre, Bronx. Friedmans, Westchester County operators, are out, with Seiden and Goldman now controlling house. Theatre was closed for five years before reopening.

## Hollywood Now M. H.

Plans have been formulated by Warner Brothers to reopen the Hollywood Theatre as a music hall with two shows a day.

Opening date has been set for February, with a big Lou Holtz show on the boards.

## B. I. P. Active

B. I. P. has already begun to function in an active manner.

Its Film Center exchange is going full blast, with "Carmen" the feature of the moment, and the company expects to open up new branches in all parts of the country.

## Quittner Takes Two

Joseph Quittner, Jersey exhib, has acquired the DeKalb and Halsey Theatres, Brooklyn.

Both are large houses, closed for a while. Max Rudnick had them last.



# Industry Hopeful After Leaders Present Pleas Before Ways and Means Group

## Pettijohn, Lightman, Myers and Kuykendahl Head Trade's Spokesmen — Allied Follows Own Line of Reasoning — Many Attend Hearing

With representatives of the Industry having presented their plea before the House Ways and Means Committee, the trade is hoping that if Federal tax on admissions is necessary it will be held to the higher admissions.

Representatives of the Hays organization—M. P. T. O. A. and the Allied—followed their own line of procedure, with the Allied spokesmen getting in a word edgewise on block booking and matters aside from the tax. Despite this lack of accord, the industry's side was well represented and is thought to have made an impression.

Speakers included C. C. Pettijohn, M. A. Lightman, Abram F. Myers, Ed. Kuykendahl, Representative Celler, Representative Kamey, Representative Horr, and others. The M. P. T. O. A. and Hays' war board included Messrs. Comerford, O'Toole, Vincent, O'Reilly, Lightman, Kuykendahl, Lust, Brylawski and Fitzgerald.

Pettijohn told the committee that the motion picture theatre owners cannot absorb the tax; that it must be paid by the pennies and nickels taken from the purses of the millions of men, women and children who attend the movies every week, the very people who have been hardest hit by the depression and unemployment.

If the theatres attempted to absorb the tax, thousands of them, he said, would be forced to close their doors. He revealed that economic conditions have forced nearly 5,000 movie houses to close in the past two years, and more would be driven out of business by an amusement tax, even with the public footing the bill.

Imposition of an admission tax, he said, inevitably would cause a loss of attendance and the indirect tax on theatre owners involved in its collection for the Government would impose additional hardships, which many of them in the smaller cities and towns of the country would be unable to survive, causing further unemployment and suffering.

Citing the tremendous influence of the motion picture and the low-priced entertainment it affords in stimulating and maintaining public morale in times of national stress, Pettijohn said:

"An admission tax strikes, at a critical time, at the very existence of an institution which the nation requires today more than ever before—a focal center in every city and town where people may go in orderly fashion and find relief through recreation and entertainment from the strains imposed by depression and unemployment.

"Every darkened motion picture theatre is a victory for the forces of discontent and disorder in the United States. Every time you destroy a place of decent, cheap amusement for the masses, you cut off the supply of a vital necessity—entertainment—and you leave taut nerves, strained loyalties, and no escape except the contemplation of de-

structive processes that bitterness breeds.

"A Federal admission tax would be far more than a nuisance tax. It would be a threat against the maintenance of public morale in the United States at a time when depression and unemployment are fertile sources of discontent and disorder.

"This is no time," he warned, "to slap in the face 'the worker or the farmer attending a movie once a week, fifty-two times a year, with penny and nickel taxes.'"

Pettijohn decried the proposed tax as "aimed at a popular entertainment which must serve the millions most seriously affected by a protracted period of unemployment and depressed business condition," and the "vast American consuming public, whose wages have been lowered and whose earning power has been reduced."

He continued:

"When additional sources of revenue are discussed, some minds run toward taxing everything that brings some pleasure or recreation to the masses of the people. Of all times in the history of our country, surely, this is not the time to place additional taxes or restrictions upon any cheap form of wholesome amusement or recreation or anything else that provides some pleasure or some contentment.

"Surely we have not reached the point where it is necessary to take from our high school boys and girls and our common school children penny and nickel taxes on their basketball contests, their movies, their privileges to see the elephant at the circus once in a while, or their vocation opportunities to ride a roller coaster or merry-go-round in our amusement parks. When we reach the point where it is necessary to tax these little pleasures and recreation of our children, we have reached a plight that equals the condition of the starving children of Europe at the end of the war."

Pettijohn summed up the objections to the proposed tax as follows: First, because it strikes at the essential recreation of millions of workers and farmers; second, because it treats the necessities of the poor as if they were the luxuries of the rich, discriminating against families of limited income; and third, because of the terrific burden it would impose on the theatre owner. Further, it would cost the Government, he said, one-third of the revenues from the tax to collect it, and the exhibitor as much to handle it.

Recalling the fact that motion picture

## Cohen, Schaefer Up

Emanuel Cohen becomes a vice-president and member of the board of directors of Paramount, and George Schaefer is sales manager, succeeding Sidney R. Kent, in a series of changes in the Paramount executive horizon.

J. J. Unger, formerly New York state chief, and Stanley Waite, short subjects sales head, will divide Schaefer's eastern duties.

entertainment was classed as a vital necessity to high public morale during the World War and treated as an essential occupation, Pettijohn declared that the proposed tax makes "no distinction whatever between essential entertainment and luxury entertainment."

He added:

"It lumps a child's 20-cent movie admission with a \$20 ringside seat at a prize fight or a \$200 opera box."

Describing the manifold taxes that are now being levied upon the exhibitor in one form and another and the difficulties springing from the depression that they are encountering, Pettijohn stated that the proposed tax "would only add to the plight of thousands who are now desperately seeking to keep their heads above water," seriously retarding the processes of business recovery.

Urging governmental economy as the first step in its efforts to balance the budget, Pettijohn said:

"In view of the very sincere efforts being made by all governmental agencies, irrespective of politics, to reduce the cost of Federal, state and municipal governments, I cannot see the necessity for the collection from the masses of penny and nickel taxes. I modestly suggest the undesirability, under normal conditions and certainly during the present economical uncertainty, of the imposition of any form of so-called nuisance amusement tax, collectible from millions of our men, women and children.

"When we stop to consider that we are now collecting in taxes to operate the Federal, state and municipal governments a staggering sum in excess of thirteen billions of dollars per year, it reminds us that thirteen billions of dollars is more than the actual cash in circulation in this country and that thirteen billions of dollars is more than the annual value of all of our crops. Surely, even under normal conditions, that situation cannot continue."

## Alperson Resigns

Eddie Alperson has resigned as sales manager for Warners-First National. He has held the post since October 24.

His successor has not yet been appointed.



# New Political Developments Expected At Washington Meeting of M. P. T. O. A.

## Buffalo Exhibs Meet

First regular monthly meeting for 1932, of the Buffalo M. P. T. O., was held at the Hotel Statler recently. Guests of honor included Rabbi Fink and Reverend Mooney, who addressed the enthusiastic audience of exhibitors and distributors. Chairman Jules Michael conducted the regular business meeting.

Next meeting and luncheon will be held in the Terrace Room, Statler Hotel, February 1, at 12.30, and a cordial invitation is extended to all exhibitors and distributors.

## Syracuse More Hopeful as Two Dark Houses Reopen

### Inde Nabes See Light With New Wave of Prosperity

With the reopening of two of the larger neighborhood houses, new deals for two of the downtown theatres now dark reported in the making, and record weeks at two other show windows, Syracuse rialto in late January bears a more cheerful aspect.

Phil Smith, head of Phil Smith Enterprises, Inc., of Boston, returning to the city where he secured his real start as an exhibitor, reopened the dark Harvard, January 25.

Frank Sardino, one of the city's pioneer showmen, in association with H. M. Brown, has taken over the Roxie, East Syracuse.

Both the Harvard and Roxie were included in the ambitious Wallace circuit plans announced about a year ago.

Smith, who directs a large New England circuit, and Sardino both operated the Crescent, although at different times.

Former maintained a road-show film policy there. Sardino's last venture was the Syracuse, now dark, but said to be under consideration for Columbia Wheel shows.

Dewitt is the second house to figure in deal talk. If reports circulated are reliable, two different interests, both out-of-town, want the theatre.

Newsreels, features, stock, vaudefilm, straight vaude and tab. musical comedy were all attempted without success at the Dewitt by Brown, whose lack of knowledge of show business was an unsurmountable barrier.

Record weeks to gladden the hearts of Syracuse showmen were rolled up first by the Fox-Eckel with "Frankenstein," and, secondly, by Loew's State with "Emma."

Pick up of business at the Paramount and at Keith's is another reason why Syracuse exhibitors are encouraged.

## President Lightman Likely to Be Re-elected — Plans for March 14-16 Convention Include Bicentennial Celebration — Country's Leaders Will Be Present

Some big surprises, that will strengthen the ranks of the M. P. T. O. A. to a degree yet unheralded, are indicated for the floor of the convention when it meets at the Mayflower Hotel, Washington, D. C., March 14-16.

With President M. A. Lightman, slated for re-election, now on a tour of the country for organization purposes, the convention looms as a decided contrast from those of other years when spirit was missing.

This time, with President Lightman optimistic over the prospects of growth of the M. P. T. O. A., a real convention is likely to ensue.

The George Washington Bicentennial Celebration will be officially under way during the convention period and everyone attending will be able to witness and take part.

The convention has the approval of the Congressional Committee having this big matter in charge.

Leaders in every division of the motion picture industry will be present.

Every exhibitor in the United States is cordially invited to attend the sessions of the convention and participate in the various activities.

Senators from every state and congressmen from every home district will be there.

Special rates are available on all railroads, bus lines and other forms of transportation.

The convention dinner, evening of March 15, at the Mayflower Hotel, will be a real outstanding affair.

## Albany Sunday Movies Not Gold Mine Thacher Thought

### Mayor Forestalls Objections From Local Clergy

Albany's first experience with Sunday movies, January 10, did not raise the \$4,000 anticipated.

Bulk of the business went to the RKO-Palace Theatre, where pictures and vaudeville held forth.

Regular picture theatres did an average to fair business, paying the mayor's fund 25 per cent of the gross on the day.

In order to forestall an attack on Sunday movies by the Rev. O. R. Miller, of the Civic League, Mayor Thacher asked the Common Council to authorize the movies by ordinance for four weeks, including the opening Sunday.

Movie men all agree that, by giving 25 per cent of their Sunday receipts to the mayor's fund, they will hardly break even and may lose money. The projectionists demanded time and one-half for the Sunday work, while stage hands agreed to work for regular time pay because of the unemployed. Mayor Thacher could not budge the projectionists from their stand, but they are to contribute the amount of their Sunday pay to the fund.

Both Schenectady and Troy, which have Sunday movies and draw a considerable crowd of Albanians, report that their business fell off sharply because Albanians could stay in town and see the pictures.

### Two Fires Investigated

Officials are investigating fires in two theatres in the Rochester territory. Star Theatre, Oakfield, owned by Samuel Baglio, Batavia, was damaged \$15,000 following an unexplained explosion. Officials said they found evidence of incendiarism. Baglio leased the theatre to Louis Wackett, of Niagara Falls, about six months ago, but Wackett recently vacated the property, owing two months rent. Baglio established an alibi when questioned by officials.

Opera House, previously on this site, was destroyed in 1902 by a fire believed incendiary.

Soon after the Oakfield fire, a \$20,000 blaze destroyed the 85-year-old Ward Opera House in Brockport. The building was owned by former Mayor Lewis Gordon.

### Monroe, Rochester, Better Films

Monroe, Rochester neighborhood, is co-operating with the Rochester Better Films Council by offering Family Nights, Friday and Saturday. Films are given the approval of the Council and special endorsement in the press.

### Basil Brady Resigns

Basil Brady, Buffalo city salesman for Educational, has resigned from that organization.

### Indes Producers Band

M. H. Hoffman heads the association of independent producers who have banded together for common good on the coast. Morris R. Schlank is vice-president as is Al Mannon. Nat Levine is secretary, with Larry D'Armour treasurer.

Board of directors includes Hoffman, C. C. Burr, Ralph Like, D'Armour, Schlank, Phil Goldstone, Levine, Mannon and Burton King.



## Watching

**B U F F A L O**Lots of News About Shea  
and Some Previews

With Mary Ann

HARRY BERMAN, who joined the Shea publicity forces, taking care of exploitation, made several swell tie-ups with department stores for "Tonight or Never." . . . Harry comes to the Shea publicity staff after long experience in the promotion departments of various local newspapers. . . . Sophie Tucker is coming to Shea's Buffalo in person soon. . . . Eddie Miller, manager, Shea's Roosevelt, is soon to start giving away small statuettes of the members of "Our Gang" at the Saturday matinees. . . . Children get one of these members each week.

ALFRED DiBELLO, owner of Palace Theatre, Syracuse, visited the Buffalo exchanges for the first time recently. . . . Frank Sardino, formerly of the Syracuse Theatre, is now operating the Roxie, East Syracuse, and rumor has it that he is taking over Kernan's three houses—Capitol, Liberty and Kernan. . . . Mollie Gilbert, 19-year-old daughter of Harry Gilbert, manager, Riviera Theatre, Syracuse, who attends University of Syracuse, has just become engaged to Lewis Pearlman, medical student at that college. . . . Wish you luck, Mollie. . . . Harry's youngest daughter, Naomi, has just had her 12th birthday party. . . . His son, Albert Irving, has just become a Master Mason.

WARNER BROTHERS' preview screening of "Union Depot" delighted a select audience at the Great Lakes Theatre. . . . Harry Seed, branch manager, and his sales group were warmly congratulated. . . . A comedy and the album of "never forgotten stars of yesteryear" completed a delightful affair.

THROUGH AN ERROR, several important lines were omitted in the last issue, referring to Eddie Mead, Shea publicity forces. . . . Eddie may sleep now and then, but he works all night, and a fellow simply has to get in a few winks when he is working 24 hours a day. . . . Film talk has it that if Joe Weinstein, Publix booker, doesn't get a haircut soon, instead of having a ballyhoo man out on "Frankenstein," they will use Joe. . . . A. W. Smith, eastern manager, and Ray Smith, branch manager of Warner Brothers' Albany, have been in Buffalo recently. . . . All Warner upstate theatre managers held a meeting at the Warner exchange and then attended the screening of "Union Depot." . . . Harry Thompson, buyer and booker for Fox theatres, New York and entire New York state, spent some time in town booking and booking.

PHIL SMITH, Boston, owner of the Harvard Theatre, Syracuse, spent a few days in Buffalo recently. . . . Harry Seed, manager, Warner Brothers' exchange, claims that "Union Depot" is the best picture made in the past three years. . . . Harry states further that the Warner Club in the Buffalo exchange is still functioning and very successful. . . . Now for a little Shea news. . . . Michael Shea is celebrating his sixth anniversary at Shea's Buffalo.

A LOCAL CANDY CONCERN was promoted to distribute 10,000 souvenir boxes of candy to ladies at Friday and Saturday matinees of the Buffalo. . . . Local florist also put on attractive floral displays in the

## Free Unemployed Shows

Ritz, Kingston, is the first house along the Hudson to announce free movies for unemployed persons. It is presenting its regular program every Wednesday morning at 10.15 "for every man and woman who is unemployed and unable to afford the regular admission."

"Every person must have some entertainment and diversion," says the Ritz management. "There is being provided, for those who are a little less fortunate at this time, the opportunity of occasionally enjoying a good show."

## "Alice" Clicks

"Alice in Wonderland," children's picture, played to thousands of children at Capitol Theatre, Binghamton. For one performance only, talkie probably was the best attended flicker Manager Fred Perry has staged so far this year.

## Oakfield Fire

Old man fire set to work at Oakfield and completely demolished the Star Theatre, recently. Theatre closed about a month ago, and at that time was leased and operated by Louis Wachett, Niagara Falls.

lobby. . . . "Buffalo Times" carried a cartoon in the form of a greeting to V. R. McFaul, general manager. . . . Cartoon showed V. R. McFaul cutting the anniversary cake. . . . Ed Frank put up some great anniversary decorations at the Buffalo.

HARRY BERMAN, Shea publicity department, put over a couple great windows in the Liberty Bank Building on the Shea Buffalo birthday, in which the attractions were displayed and an institutional window on all the Shea theatres, with a background headed: "For 50 years Shea theatres have brought to Buffalo its greatest entertainment." . . . Facts on the number of people attending Shea theatres in a year, as well as the miles of film used, approximate cost of stage shows, some dope on the service department, large photographs of Shea officials, and projection equipment loaned through the courtesy of the National Theatre Supply Company, Al Becker, manager. . . . This window, which is in the center of the downtown business section, attracted much attention.

HARRY BERMAN effected a tie-up with the 50-50 Cabs. . . . When Cab Calloway appeared at Shea's Buffalo, more than 50 taxis in town carried a sign reading: "Take this cab to hear Cab Calloway and his Cotton Club Orchestra at Shea's Buffalo." . . . Milton Feld and John C. Smith, Publix executives, were in town last week. . . . John Carr, Hippodrome manager, reported a record week's business with Horace Heidt. . . . Carl Rindscen, manager Shea's Kensington, is tying in with the National Scout work in February by inviting community Boy Scouts' band to play in the Kensington some Sunday evening. . . . H. B. Franklin, who started in on his meteoric career in the Shea theatres years ago, stopped over in Buffalo last week-end on his way to the coast for a chat with his old boss, Mike Shea.

## Watching

**A L B A N Y**Double Features Are Here  
and George Dwore Dies

With Bill

J. E. FLYNN, divisional manager, MGM, visited exchange manager Ralph Pielow at the Albany exchange and found everything running ship shape. . . . He also saw some of the exhibitors in the territory. . . . Edward Peskay, eastern division manager of Warner Brothers, was a visitor at the Albany Warner exchange and also at the Warner theatres in Albany and Troy. . . . With A. E. Patterson, of the New York Warner office, he conferred with Lou Lazar, zone manager of New York state. . . . Ray Smith, exchange manager for Warners, sent out invitations for a private showing of "Union Depot" at Warners' Strand, January 14. . . . Trade was largely represented at the showing.

ABE STONE, manager, Eagle and Hudson, neighborhood houses, is in the market for foreign pictures. . . . His Hudson has been closed for several weeks and he plans to make it headquarters in Albany for German and Russian pictures. . . . He also presented a Jewish picture, "The Voice of Israel," at this theatre, January 24 to 26, as a benefit for a local synagogue. . . . Andy Smith, eastern sales manager for Warners, was in conference with Ray Smith (no relation) at the Warner Albany exchange, in January. . . . Harold Sacks, booking supervisor for Fox, recently "booked" a wife and took a honeymoon with her to Havana. . . . He was in Albany after the honeymoon, going over local Fox bookings.

BILL SHIRLEY, Farash Theatres, Schenectady, is up and around after a trip to the hospital. . . . George Dwore, Schenectady exhibitor, recently died from poisoning in a New York hospital. . . . Palms, a dine-and-dance place near Film Row, is now the popular eating place with Albany film men. . . . C. H. Buckley's Leland and Warner's Ritz, only a block apart, are varying their programs between week's runs and split-week bookings, and Buckley has put the State (next door to the Leland) on a tri-weekly basis, with two-day runs for second runs, except during the Sunday movie period for unemployment benefit, when he runs one picture three days.

DOUBLE FEATURES have hit most of the subsequent-run houses in Albany, the Warner Madison being the only one that stays single-run all the time. . . . Warner Albany and Berinstein Colonial are single-feature most days, but the Stone Eagle and Hellman Paramount and Royal are double-feature nearly every day. . . . Harry Lazarus' Pine Hills is giving away tableware and other household goods as premiums every week. . . . J. A. Flynn, MGM divisional manager, is keeping Bennie Darrow, one of his exploitation men, in Albany for several weeks to take care of MGM bookings in Albany, Troy, Schenectady and smaller places. . . . Bennie was formerly publicity man with the RKO houses in Cleveland, O.

## Wallace in Auburn

H. P. Wallace, who formerly operated the Harvard Theatre, Syracuse, has turned that house back to Phil Smith, Boston. He is now operating the Capitol Theatre, Auburn. Seymour Morris, former manager of the Capitol, has resigned that position.



## Watching

**ROCHESTER**Raives Tries Doubles and  
Riviera Benefits by BridgeWith *EEATCH*

HAROLD RAIVES, manager of the Regent, tried double-feature program to test drawing power. . . . House doing poorly and not helped by price drop to 35 cents. . . . Nicola, the magician, got some extra publicity for Loew's Rochester by staging an outdoor escape act in conjunction with the "Times-Union." . . . A buckle from the straight-jacket flew up and hit him over the eye, nearly flooring him. . . . New change racket tried in Western New York, with man offering \$20 bill and woman following with \$1 and protesting it was \$20, all the money she had. . . . Suddenly recalls she had written a phone number on the edge of the bill and apparently proving it her property.

**ROCHESTER COMMUNITY PLAYERS** conducting poster contest by Mechanics Institute students. . . . New \$3,000,000 bridge across the Genesee River opens whole new section to the Riviera Theatre opposite the west entrance. . . . Packing 'em in. . . . Auto Show price cut from 50 cents to 35. . . . Ray Fagan band given vaudeville tryout at the musicians' benefit. . . . Manager Jay Golden, Publicity Man Hav Nash, Organist Tom Grierson and Orchestra Director Russ Kahn, RKO-Palace, were guests of the Moose at a party at the Moose Home. . . . Family Theatre, formerly Cook's Opera House, is 40 years old and celebrating.

**Bingo Vaude In**

Good crowds are attending vodvil at Binghamton Theatre, Binghamton.

It is unusual to have a good crowd for flesh in the afternoon at Binghamton, but that's the case and from all indications the inauguration of vodvil at Bingo has proved a lifesaver to Comerford in the Parlor City.

**New Kingston Policy**

In the spirited competition for business in Kingston, Reade's Broadway, Bert Gildersleeve, manager, announces revised prices. In addition it is lengthening its programs to such an extent that the first evening show starts at 6.30—a half-hour earlier.

**Lake Placid Break**

Preparations are being made at the Palace Theatre, Lake Placid, to entertain heavy crowds during the period of the Third Winter Olympic Games in that section, February 3 to 14. An influx of visitors sufficient to bring attendance up to summer level is expected by Manager E. G. Dodds.

**Three Bingos Dark**

Peoples, Empire and Cameo Theatres, Binghamton, are still dark. Beverly Gardens, night club, now occupies the building that formerly housed Cityline Theatre, Binghamton.

**Comerford Buys FD Product**

The Comerford circuit joined the list of those taking First Division product when the Capitol, Rochester, booked in one of the features distributed by that company.

**Allied Board Meets**

Board of Directors of Allied States Association has gone on record as opposed to an admission tax on independent theatres; as opposed to unreasonable zoning and protection as practiced in many territories, and as opposed to double featuring.

**Kornblite Rebuilding  
Cortland in Inde Return***Former Upstate Circuit Chief  
Forming New String*

Plans for rebuilding Cortland Theatre, at Cortland, recently acquired by Ned Kornblite, of Binghamton, are under way.

Binghamton man intends to spend upwards of \$75,000 in the home of the Cortland Normal School.

Kornblite is making a heavy bid for patronage in that section of the state, about 50 miles north of Binghamton, where he was associated with Dave Cohn in the Kornblite-Cohn string of houses in the Parlor City.

The house when reconstructed will seat 1,800.

In connection with the announcement that Kornblite will start work on Cortland Theatre, it was announced that he has also taken over the Temple Theatre, which seats 1,600, also in Cortland.

**Utica Burlesk Unsettled**

I. M. Herk, owner of Columbia burlesque wheel, has been in conference with Bob Wagner, Colonial Theatre, Utica, in the hope of signing a contract. The matter was put over to March 1, without any decision being reached.

In the meantime, vaudeville and pictures will be continued, with amateur performers on the stage every Friday night.

**Three in Utica Pass**

Without change in policy or personnel, three Fox theatres in Utica—Avon, Utica and Majestic—passed into control of Skouras brothers the other day.

Change was announced at division headquarters in Syracuse by E. Marshall Taylor, central division manager, attended by all the managers of the Fox houses in the upstate territory.

## Watching

**SYRACUSE**"Emma" Does Great B'z—  
Someone Robs the CameoWith *I. S.*

"WOMEN OF THE JURY" formed the basis for a "Laugh-Week" campaign by Bill Tubbert, RKO-Keith's. . . . Patrons expressed satisfaction with the film. . . . Week-end box-office records were shattered by "Emma" at the Loew house. . . . "Dr. Jekyll and Mr. Hyde" given a Thursday midnight premiere by the Paramount. . . . Paramount, Ray Jones in charge, is testing a double-feature policy. . . . House is reported taking Columbia pictures.

LEO ROSEN'S campaign designating "February 29 Happy Days" to spur interest in the Strand has been adopted by all Warner houses in the state. . . . Monoxide gas fumes escaping from a crack in the exhaust pipe of his automobile caused the death of August F. Metzger, former owner of two neighborhood houses. . . . Metzger at one time operated the Globe and Butternut Theatres. . . . De Mille's "King of Kings" had two church bookings in Utica. . . . Mr. and Mrs. Arthur Stratton, of Syracuse, have purchased the Foster Theatre, Fulton. . . . House will be remodeled. . . . \$300 was taken from the safe of the Cameo when cracksmen knocked the combination off the safe. . . . Jacob Carp, owner, was in Buffalo at the time. . . . Fox has begun releasing its product directly to second runs without Eckel showing.

**Utica Nabe Opera Clicks**

Uptown, Utica, neighborhood, made another bid for the legitimate crowds by booking the Cosmopolitan Grand Opera Company for a single day, with double matinee and evening performances.

Theatre has been playing pictures since it was first opened several years ago. During the summer just passed, improvements were made so that stage attractions can be booked there. Barney Lumberg, manager, hopes to secure other legitimate attractions during the season.

**Anderson Stays**

Manager A. B. Anderson, of the Fox Pontiac Theatre, Saranac Lake, returned to Saranac Lake, January 18, attending a conference in Syracuse as a result of the purchase of the Fox Pontiac by the Central New York Theatre Corporation, under control of the Skouras brothers. No changes in the personnel of the Saranac Lake theatre have been announced.

**Exhibitor Wins First Round in Local Case**

Judge Genung, in Municipal Court, recently dismissed the motion of Warner Brothers in the case of that exchange and T. and K. Amusement Corporation. After the exhibitor had brought suit for damages because of an alleged poor print, Warners sought to dismiss the plaintiff's complaint on the ground that he refused to allege in his complaint that he had performed all the conditions in the written contract. Plaintiff contended his action was a breach of warranty, and not a breach of contract, and therefore he did not have to allege that he had performed his part of the contract.

This establishes an important legal point, and indicates that the right to secure films may be independent of the contract.



## Rochester Theatremen Requested to Give Tickets

### Committee Wants Houses to Donate Free Ducats

Rochester theatremen, who recently helped raise \$12,000 for unemployment relief, by donating theatres and films for special performances, now are asked by the Civic Committee on Unemployment to contribute 460 tickets a day.

Committee asks 400 from the 25 neighborhoods and 60 from the six downtown houses.

The important part that recreation plays in keeping up the morale of the unemployed is emphasized in the communication from the committee.

Sectional Chairman David J. Nolan, manager of Loew's Rochester, has forwarded the request to the national committee, headed by Will Hays, and it was probable that theatremen would abide by the attitude taken by that body. Some Rochester managers are against the idea, as they feel that they already have contributed freely of their facilities and it is now the turn of some other organizations.

"Merchants are not asked to donate food or fuel, why should we be asked to donate entertainment, admittedly about as important?" asked one theatremen.

### Eugene Hall Passes

Eugene Hall, well known in theatrical circles in the eastern end of the country, died the other day in Hollywood, Cal., and thousands of persons, young and old, with whom he came in contact, professionally or personally, will bow their heads in sorrow at his passing.

Gene Hall had a vision. He was one of the first to see that the movies would supplant the spoken drama and conceived the idea that persons in the smaller places would like to witness some of the great stage successes before their manuscripts were tucked away in some pigeon hole to gather dust and memory. He formed the Harder-Hall Company, secured the rights to produce these stage highlights, banded together a clever staff of men and women and made money with these stock productions in New York and Pennsylvania. For 10 or 15 years he "cashed in" on his vision.

### Pomeroy Help

Roy J. Pomeroy is proving a help to independent film producers. Several times during the past few months, Pomeroy has given freely of advice, equipment and facilities to individuals whose pictures never reach the big-time theatres.

### \$21,854.77 for Charity

Check-up of theatres in Buffalo territory (exclusive of Buffalo theatres), reveals that shows for unemployment have netted \$21,854.77.

### Allied International

Second allied convention of Allied States Association, to be held in Detroit, March 8 and 9, 1932, is rapidly taking on the aspect of an international affair. President Steffes has issued an invitation to the newly organized Allied Exhibitors of Canada to join in the affair, and it is expected that the Canadian brethren will attend in goodly numbers, possibly establishing headquarters in Windsor, "just across the river."

## Harry Thomas Announces New Upstate F-D Line-up

The following changes in First Division's upstate line-up have been announced by Harry H. Thomas, president.

Bob Bertschy, district manager, has complete supervision of Buffalo and Albany offices. Elmer Lux, formerly RKO-Pathe, is manager of the Buffalo branch; Minna Gold is office manager and booker, with Belle Sodikman, assistant.

Bert Friese, who has been with Tiffany eleven years in New York, is now with First Division in charge of the Albany exchange.

First Division appreciates the spirit of co-operation as expressed by exhibitors and is confident that this new organization will enable it to maintain its high standards of efficiency in service.

### Cooper Active

Albert Cooper now has the Granada Theatre, Pearl River. Alco Theatre Company, Inc., is the operator. Cooper is president.

He also takes over the St. George, Linden, N. J., closed for two years.

### Eisenberg Opens Up

New Academy, Wappingers Falls, taking the place of house burned some months ago, opened January 16 under management of Philip Eisenberg. Theatre is one of most attractive small houses in the Hudson valley.

### RCA Leaves City

RCA has moved to Camden, abandoning its Fifth Avenue offices.

A local branch will take care of servicing RCA machines.

Economy.

### Lyric, Rosebank, Changes

Lyric Theatre, Rosebank, S. I., has changed hands, with Rosenfeld and Terry now operating. RCA has been installed. Rosenfeld had been operating the Hastings Theatre.

### "Road to Hell" Run

"Road to Hell" is hitting long runs in the Pennsylvania territory, getting many weeks at the Little, Philly, and plenty of time on the Comerford Publix time, upstate.

## Fate of Albany Sunday Movies Hangs in Balance

### Gross Doesn't Come Up to Expectations, So Meeting Results

Albany's second week of Sunday movies and stage shows, under permission of Mayor Thacher, with 25 per cent of the receipts given to the mayor's unemployment fund, did not do as well as the first week.

If these two weeks are any indication, Albany does not want Sunday movies.

Business was off in the straight picture houses. Greta Garbo, Buckley's Harmanus Bleecker Hall, had broken records on Friday and Saturday, but she was unable to draw them in Sunday.

Mayor Thacher had estimated a weekly contribution to his fund of \$4,000 from the theatres, and the exhibitors had estimated that as near a probable figure. The first Sunday gross was under \$2,000 and the second less than that.

The mayor, dissatisfied with the returns, called a meeting of Albany theatremen for late in the week of January 18 when, he said, "some other arrangement would have to be made."

A report that all save union employees in the theatres were being asked to work for nothing was denied by Harry Black, house manager of RKO-Palace, and Charles Smakwitz, Warner district manager. While these employees are not paid, they are given a day off each week, thus working on a six-day basis. C. H. Buckley, of Harmanus Bleecker Hall, the Leland and State Theatres, said his theatres are contributing 25 per cent each Sunday to the mayor's fund and employees are being paid extra sums for working Sundays and also given their day off each week.

Union employees of Warner houses have not as yet received time and one-half for Sunday work, but are working at the regular rate.

### Glens Falls Opening

Publix has opened its Glens Falls house. Milton Schossberg is managing. Last in Poughkeepsie.

### Thalia Opening

Thalia Theatre, upper Broadway, a Springer and Hamburger house, is opening soon. Seats 300 people and is said to be a new note in theatre design.

### Rumor Operator Cut

There is a rumor current in Westchester County that the motion picture operators will be asked to take a cut in wages when the present contract between the owners and the operators expires. It has yet some time to run.



## Post Again Seeks to Have Censor Body Ended

### Sponsors Bill in New York State Legislature

Langdon W. Post, Democrat, has introduced a bill in the New York Legislature abolishing censorship.

He also sponsors a bill which would require public report on any deletions made in the state.

At present, all deletions are kept secret from the public.

## Skouras Likely to Get Rest of Fox Theatre Chain

### Deal for New England and West Coast Groups in Making

The Skouras boys, Spyros, Charles and George, will probably take over the rest of the Fox chain.

With the metropolitan and upstate strings under their belt, it is reliably reported that the Fox West Coast and New England-Poli chains will pass to their possession, with Si Fabian coming into the picture as operator of the N. E. circuit.

If the deals go through, Skouras will have one of the strongest circuits in the country.

### U. of Chicago Film Ready

Vitagle Corporation of Chicago has just completed production of a three-reel talking picture, "Life on the Quadrangles," for the University of Chicago. The university has been seeking for some years the most effective means of satisfying requests for its alumni and of high schools for information concerning its activities, and adopted the sound picture medium as providing the most vivid and satisfactory method.

Touching on all phases of college activities, the picture presents realistically the student life of the University of Chicago.

### New Apollo, Beacon

Louis Barraca, who is opening a theatre in St. Rocco Hall, Beacon, in opposition to Ginsberg's Paragon, has named his house the Apollo. Opening will take place early in February.

### Acme Shifts

Acme Theatre, former 14th Street Keith house, and lately a Rhonheimer and Rudin possession, has been taken over by the Gollub Amusement Corporation, Charles Gollub, president. Matty Radin will manage the house.

Latter recently had the Mecca. Policy will be foreign exclusively.

### Queensboro Shifts

Queensboro Theatre, Queensboro, formerly an O'Reilly, Kaisenstein and Mohlich possession, is now being operated by Charlie O'Reilly and Hamid, of the former combination of Wirth and Hamid.

## "Liberty" Presents a Timely Editorial on Taxes

THE NEW YORK STATE EXHIBITOR reprints from a recent issue of *Liberty* a timely editorial on taxes. It is entitled, "MASS MEETING TO SAVE US FROM THROTTLING TAXES":

"Since the war the Federal Government officials have been running wild in their expenditures. They have been spending money like a horde of drunken sailors. During and following the world conflict they handed out millions of dollars with the reckless abandon with which we would pass out five-cent pieces.

"And now the day of reckoning has come.

"The debt must be paid!

"And the average legislator knows only one way of raising more money, and that is to increase the taxes as recorded on the present schedule.

"Business has been taxed almost beyond endurance for some time, and business is now to be throttled for years to come for the purpose of paying these wanton expenditures that have been indulged in by the Federal Government. Everybody is to be taxed except the bootleggers and other favored industries.

"It is an outrage to think that the honest citizens of this country must dig down in their pockets and pay out their hard-earned money while the liquor racketeers roll in their ill-gotten wealth.

"There is only one thing that Congress will listen to, and that is a universal demand from their constituents. The larger part of the two billions or more that will have to be added to our taxes could be raised from the liquor industry. If the bootleggers' profits could be confiscated, or if this idiotic prohibition law could be repealed, there would be no need for our paying more taxes.

"At the present time we are paying huge sums of money, millions upon millions, to enforce the law that every intelligent citizen of this country knows cannot be enforced. It is being rumored everywhere at this time that the prohibition workers are securing their principal support from the bootleggers. It is even being rumored that some of the dry legislators are being paid huge sums of money to continue to vote dry.

"Whether or not there is any truth in these sensational charges, something should be done to stop the monumental waste that still continues in our Federal Government, and to place the tax that must be levied where it will not restrict and hamper legitimate business.

"The present situation calls for drastic action. The people of this country should rise as a unit and demand definite reforms, the levying of taxes upon the liquor interests.

"Whether or not the prohibition law is annulled, if the bootleggers' profits are taxed or confiscated, increased taxes may not be required.

"If there is one atom of the old-time American spirit left in this country, this situation ought to stir us into action.

"Call a mass meeting in your town. Arouse the Chamber of Commerce, the Rotarians, and the Kiwanis Club. Make them help to rouse the people into making a demand for Congressional action.

"Ask your local newspaper to awaken to this truly serious emergency which we are all facing.

"Pass a resolution at every one of these meetings, and send it to your senator and congressman. Make a demand for a procedure of some sort that will squeeze the money for extra taxation out of the liquor industry. How it is done is not so important.

"But it must be done!

"If we stand by and watch this robbery of the people, this wholesale increase of taxes, merely because the country has to support a lot of racketeering whisky dealers, we have lost all of our old-time American spirit.

"We are just a lot of dumb brutes—saying nothing, doing nothing, while our pockets are being picked.

"Our hard-earned wealth is being slowly dissipated, wrung from us, because of our unwillingness to make a spirited and determined demand for a tax adjustment where it properly belongs—to the bootlegging industry, either with or without the annulment of the Volstead Act."

## What Are Exhibitors Doing On This Proposed Measure?

Jules Michael, president of the M. P. T. O., Buffalo zone, forwards to THE NEW YORK STATE EXHIBITOR this section 502 of the bill by Congressman La Guardia, No. 4605.

It reads as follows:

Section 502: Any person engaged in the business of leasing or licensing for exhibition positive motion-picture films, positive films designed for use in connection with the reproduction of sound, or positive films which combine the features of such sound films and motion picture films, shall pay quarterly an excise tax in respect of carrying on such business equal to 10 per centum of the total rentals earned from such lease or license during each preceding quarter. If a person owning any such film exhibits it for private gain, he will pay a tax equivalent to 10 per centum of the fair rental or license value of such film at the time and place where and for the period during which exhibited.

He asks: What are exhibitors doing on this proposed measure?



## Watching

**PATERSON**Operators Help, So Let's  
Give a Great Big Hand

With Jim

MOVIE BENEFIT was given recently at the Lafayette Theatre, Suffern, for the benefit of the unemployed. . . Vincent Tranor, manager of the theatre, arranged a special program. . . By special arrangement of Frank J. Hall, manager, Fabian Theatre, Rose Giurdanella, 26, a victim of infantile paralysis in her early days, saw her first moving picture. . . Moving Picture Operators, local 362, Passaic County, has donated a check of \$26 to the milk fund of a local paper for poor children. . . They announce that they will do this for the next ten weeks, making \$260 in all.

SIDNEY FOX is a Paterson girl. . . Under auspices of the educational committee of the Men's Club of Temple Emanuel, the first of a series of moving pictures was presented recently. . . It was entitled "The Making of a Great Newspaper."

ONE OF THE LARGEST of recent real estate transactions here of late was the sale of the property, 62 feet wide and 170 feet deep. . . Nothing definite can be learned, but the rumor is that it is destined to be the site of an independent moving picture. . . Location is just across the street from Warner Brothers' Garden Theatre. . . The Board of Education of Glen Rock, a suburb of Paterson, has granted permission to the Richard E. Byrd School Parent-Teachers' Association to use the school auditorium for moving pictures every Friday night.

AN ORIGINAL angle has developed at the quarantine farm maintained by the National Board of Agriculture, Clifton, N. J. . . Board is carrying on a series of cross-breeding experiments which includes a shipment of Africander bulls and cows imported from South Africa for that purpose. . . Later they will be shipped to Texas. . . In order to develop an interest in this particular breed, the department is inviting motion picture newsreel companies to send cameramen to interview the herd in Clifton. . . Patersonites have become all "het" up over the matter. . . Local S. P. C. A. has solemnly and voluminously protested to Washington, D. C., against the proposal.

HENRIETTA BROWN, former stock actress in this city, has entered suit against Fox Film, asking \$500,000 damages for piracy of her play, "Over the Hills." . . The legal department scoffs at the suit.

SUPREME PRODUCTION COMPANY is at work on a moving picture—feature length—of Ridgewood, which will yet take a number of weeks to finish. . . Picture will be completely local, including cast, settings, historical references, etc. . . Every phase of Ridgewood life will be presented. . . There will be glimpses of club meetings, life in private homes, photographs of the high school student body and business men. . . Daniel B. Dorn, director of the company, declares that this will be the 37th release of its kind that he had handled.

## Previews Still Good

Yonkers theatres still find that previews are their best bet to draw business. At each preview the house is filled to its capacity.

**Report Publix Building  
In Newburgh In Spring**

Report has it that Publix will begin construction of its proposed Newburgh house early in the spring.

Land was purchased nearly two years ago, and work was to have started in the spring of 1931, but the slump intervened. Publix is now operating two leased houses in Newburgh—the Academy and the Broadway.

Supposition is that, with the new house, it will withdraw from the Academy, which is an old legit theatre with three floors.

**RCA in School**

First step in the recently announced program to test the potentialities of the sound motion picture as an aid in teaching in the New York public schools was taken when contracts were signed for the installation of RCA-Photophone sound reproducing equipment in the new Samuel Gompers Industrial High School for Boys, Bronx, which is now under construction and which will be open in September. The equipment, one of the recently introduced all AC-operated types, will be installed in the assembly room, which will have a seating capacity of 724 persons.

**Linen Sales Busy**

Linen Sales Company, premium distributors, is decidedly busy what with plenty of chains and indes tying up for the products of this organization.

The company also offers a good advertising and publicity campaign for every house, formulated by Ben G. Kassoy, advertising manager.

**Consolidated Buys**

Consolidated Film Industries, Inc., has purchased from Pathe News, Inc., the motion picture studio at Ogden Avenue, Congress Street and Paterson Plank Road, Jersey City. The buyer gave back to the seller a mortgage for \$212,344.41, payable \$100,000 on February 11 and balance on January 2, 1933, at 6 per cent.

**Playhouse, Cold Spring, Opens**

Playhouse, Cold Spring, is reopening with new sound. Industry in the village is on the upturn, and prospects for a good business in the theatre are good.

**"Women" at Cameo**

"Wild Women of Borneo," which has been in the editing stage for many weeks, is now ready from First Division.

The RKO Cameo will get the show early next month.

## Watching

**HUDSON COUNTY**Prinz at Philly Mastbaum—  
Bado on Board of Education

With Ike

BURT HOFFMAN was in charge of Stanley Theatre night at the Jersey City auto show. . . John Bado, theatrical printer, has been appointed to the Board of Education of North Bergen. . . Louis F. Blumenthal, former chain theatre operator in Jersey City, attended President Hoover's real estate conference. . . LeRoy Prinz, who staged a few shows at the Stanley, is now at the Philly Mastbaum as permanent producer of stage shows there. . . Johnny Perkins, Ruth Petty, Richard Montgomery, Frank Swanee, Benny Ross and Charlie Melson are all in vaude.

CHARLIE CARROLL breezed across the Square the other day, but we lost him in the crowd. . . Herman Starr has moved to the Bronx. . . Dave White looks like a movie actor himself. . . Dick Libert recently composed a new song, "Disappointed." . . George Dumond is a prize-fight enthusiast. . . George Freeman, assistant manager at Loew's, has no use for elephants since a circus played the house. . . Jack George, resident conductor at Loew's, is a brother of Billy George, assistant corporation counsel of Jersey City and former assistant county prosecutor.

ART MACKIE, "Jersey Journal" movie editor, deserted his desk, January 18, to enter Fairmount Private Hospital, Jersey City, for an appendicitis operation, with the writer switching from his usual make-up post to pinch-hit for Art. . . Mike Neary, manager of the Skouras Tivoli, reports biz picking up. . . Mike received a cash award for turning in the best record in the Skouras Jersey district. . . Melwin Lewis, publicity manager of the Skouras Jersey houses, has been transferred to another job. . . Gilbert Josephson is out as manager of the Palace, Jersey City inde. . . Josephson was formerly manager of the RKO houses, Union City. . . Reports are that Sol Schwartz, manager of the Majestic, may take over the Palace. . . Don Albert is a pinochle devotee. . . Larry Conley was happy over the immense biz attracted by "Frankenstein" to the Stanley.

**S. M. P. E. in Washington**

Society of Motion Picture Engineers will hold its spring meeting in Washington, D. C., May 9-12, according to an announcement made by the Board of Governors of the society. Washington was selected by the Board of Governors following a majority vote for this city by the membership.

W. C. Kunzmann, chairman of the Convention Committee, and O. M. Glunt, chairman of the Papers Committee, will prepare the program of arrangements for the meeting, which will be held during the height of the Washington Bicentennial activities.

**FD Hopes High**

First Division is looking with interest for three features expected in shortly. "Police Court," from Monogram; "Without Honor," from Weiss, and "The Monster Walks," from Action, are the trio, with the last distributed by that exchange in the upstate territory.



## Mr. Graves Protests and Thurston Comes to Court

### *Business Rivalry Leads to Legal Action in Schenectady*

Business rivalry between the Farash Theatres and RKO, Schenectady, going on for years, resulted in the arrest of Howard Thurston, magician, on the complaint of Guy A. Graves, Farash corporation.

Graves, representing the Farash Theatres, had Thurston haled into Police Justice Fryer's court on a charge of violating a Sunday ordinance against stage shows. Thurston was appearing at RKO-Proctor's Theatre in connection with the picture program.

Conrad ("Coney") Holmes, manager of the theatre, was also arrested, as were members of Thurston's company.

Move was part of the rivalry between the theatres that has been carried on ever since Bill Shirley, of Farash, and Ackerman J. Gill, former RKO Schenectady manager and now in charge of the RKO Troy theatres, first crossed legal and publicity swords about five years ago.

Graves, Frank Hutton and Charles Fineberg, of the Farash company, all appeared

against Thurston in court. But Judge Fryer did not think they had made out a case against Thurston, since a part of the receipts of the performances were being given to Schenectady's unemployment fund, and he dismissed the case.

At the time of the opening of RKO-Palace Theatre last fall, Farash had a float in a ballyhoo parade before the opening, with "Welcome to RKO," followed by advice that the best pictures were to be seen at the Farash theatres.



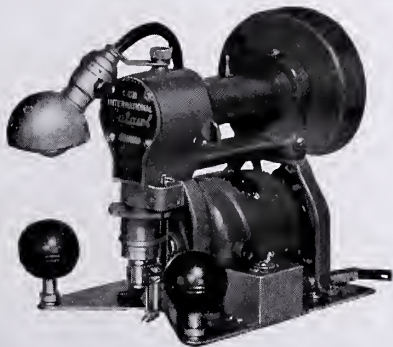
**WE BUILD, BUY, LEASE,  
OPERATE OR MANAGE  
MOTION PICTURE THEATRES  
IN PENNA.—NEW JERSEY  
DELAWARE—MARYLAND  
—DISTRICT OF COLUMBIA—  
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**SUITE 402-404**

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PHILADELPHIA, PA.**

# A Complete Service

## FOR EVERY DEPARTMENT OF THE THEATRE



### *The CUTAWL*

New Model K-8 with all improvements for making spectacular displays at low cost. Portable—weighs only 13 pounds—easy to operate—cuts everything. Price \$135.00, on easy payment terms.

**T**HE National Line includes practically every known essential to all branches of modern theatre operation. You can always find out what's new in the way of equipment or improvements at National, where you may discuss your problems openly and frankly with men who have your best interests at heart. The Cutawl, a clever machine for making poster cutouts and clever advertising displays, is an example of the many such worthwhile devices, now available. Ask us for an explanation of the advantages of the Cutawl.

*... Trade regularly  
where you're always  
treated RIGHT!...*

## NATIONAL THEATRE SUPPLY COMPANY

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BUFFALO, N. Y.



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NEW YORK CITY, N. Y.



### Talkie Test

Massachusetts high schools are testing the talkies, via the educational route. Eight films are being used in the schools, having been produced by the University Film Foundation. Tests were devised by the Harvard Graduate School of Education, working with the Carnegie Foundation.

The purpose of these experiments is to discover whether there is any difference, and if so, how much, to be obtained by the use of talking films as a supplementary aid to teaching science over the average educational procedures in public schools at the present time.

### Consolidated Suit Settled

James E. McPherson, Jr., and fifteen others, all of Scranton, owners of 21,000 shares of Consolidated Film Industries, Inc., of New York and Hollywood, have settled their suit against the company, which has been pending in the Court of Chancery in Wilmington since last July, out of court.

Announcement to this effect has just been made by A. J. Stockley, Wilmington, counsel for the Pennsylvanians, who discontinued the mandamus suit that had been filed. The stockholders in their petition for a writ were out to get the names of the other stockholders so they might communicate with them and determine if a change in management should not be sought.

### Warners District Meet

First session of the Warner-First National district meeting opened recently at the home office. Meeting was opened and presided over by the general sales manager.

Brief talks were made by H. M. Warner, Andy Smith, eastern sales manager; Grad Sears, western sales manager, and S. Charles Einfield, director of advertising and publicity. Among the WB-FN district managers in attendance were N. H. Brower, from the west coast territory; Fred Jack, south; Carl Lesserman, in charge of mid-west territory; Ray Haines, covering the mid-east; Robert Smeltzer, east, and H. O. Paynter, Canada.

### Greenblatt Heads Salesmen

Arthur Greenblatt, Educational chief, was installed as the new president of the M. P. Salesmen last week-end at a luncheon, with Louis Nizer in charge.

Other officers are:

First vice-president, J. J. Felder, Irving Pictures; treasurer, Saul Trauner, Columbia; financial secretary, H. J. Carlock, Educational; recording secretary, Sam Shapin, Warner Brothers; board of directors, Joe Weinberg, M. Solomon, Hollywood Pictures; Seymore Schussell, Columbia; Max Fellerman, Pathe; trustees, I. Greenberg, Educational; Charles Penser, Columbia.

The new line-up includes many of the territory's choicest salesmen.

### Triple Damages in Exhibitor Suit

Decision of the Kings County Court gives John Chesnius triple damages in a suit involving himself and Rosen Brothers, both exhibitors. Attorney Louis Nizer, for Chesnius, asked that lease be cancelled and triple damages for malicious destruction. Court allowed it, in form of a personal judgment against the Rosens.

### "Film Daily" Announces Best Ten of Year

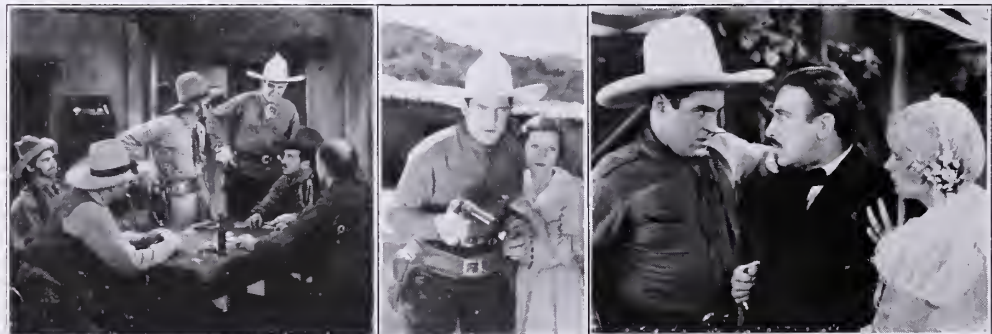
"Cimarron," "Street Scene," "Skippy," "Bad Girl," "Min and Bill," "Front Page," "Five Star Final," "City Lights," "A Free Soul" and "Sin of Madelon Claudet" are the choice pictures of 1931, according to the annual FILM DAILY poll.

### No, These Aren't the Folks You Think They Are



They're just exhibits from Metro's "Freaks" and "Tarzan" with Wally, Polly and Marie "Emma" Dressler putting together a cake for the exhibitors of this territory.

### "Range Law" Is a Tale of Red-Blooded Men



And Frances Dade and Ken Maynard are prominent in Tiffany's latest horse opera.

### "Police Court" Has Lots of Human Interest



And First Division and Monogram have Leon Janney, Edmund Breese, Henry B. Walthall, Aileen Pringle, King Baggott and Al St. John in the cast.



FILM NEWS NOTES  
From  
**HOLLYWOOD**

By  
**JOE BLAIR**

Western Correspondent

1044 N. Martel Ave. HEMPSTEAD 5902

WELL, HERE is one victory for our side. In a previous issue, this columnist criticized a certain studio here because it intended making several of its pictures under the direction of a former film cutter, an



Joe Blair

the announced pictures be made by "experienced" directors.

THE INVISIBLE powers in charge of the Metro-Goldwyn-Mayer studio publicity office here, who do not take kindly to my presence on their lot, are sending out considerable publicity bragging up Marcel De Sano, assigned to direct "The Red-Headed Woman." They point with evident pride to De Sano's direction of "Peacock Alley." This picture, which you may recall, was a colossal flop. De Sano has had more opportunities and delivered fewer successes than anyone I know.

WARNER BAXTER has started work on "Scotch Valley" for Fox Films. The story is quite colorful and concerns a "western" character who assumes the role of guardian to a family of poor children on a lonely ranch. Baxter, who can always be depended upon for a good performance, is right up to the top as a money maker.

PAUL PEREZ, co-author of Tiffany's "Hotel Continental," which has just been completed, is now with Universal and working on several untitled stories. Perez is a scenarist of brilliant capabilities and experience. One of these days when the right opportunity rolls along, this industry will hail him as a genius.

CHARLES E. SULLIVAN, until lately an executive of the Caddo Corporation and formerly teamed with E. B. Derr (now with MGM) during Pathe's remarkable succession of hits, has joined the executive staff of the RKO Studio. His duties will be of an executive nature, according to David O. Selznick, vice-president in charge of production.

GEORGE O'BRIEN has terminated his long association with Fox Films. "The Gay Bandit," thanks to Director Alfred L. Werker, has topped all of O'Brien's previous efforts. The handsome, versatile star is to enjoy another trip to the Orient before he resumes his screen career. In the meantime, let's hope Fox executives reward

Director Werker with a choice assignment for his unselfishness in taking over "The Gay Bandit" after it was started under inexperienced direction.

MAX REE is no longer art director for RKO-RADIO, having severed the connection the first week in the new year. Ree won this year's Academy Award on "Cimarron." Personally, I think he is the finest art director in the motion picture business.

DIRECTOR LOUIS KING turned in a winner in "Police Court," just completed here this week, according to my information. Aileen Pringle, Henry B. Walthall, Al St. John and Leon Janney are the more prominent members of the cast of the pictures which I. E. Chadwick produced for Monogram release.

GEORGE SIDNEY joins his old teammate Charles Murray in "The Cohens and Kellys in Hollywood," which Universal is now making under the direction of John Francis Dillon. Howard J. Green is author of the screen play of this new Jewish-Irish comedy riot and no doubt exhibitors will book Sidney and Murray as a sure box-office tonic.

HARRY JOE BROWN remains with RKO-Radio. I'm glad of that. Here is one associate producer of the industry who knows this business from its infant days. Brown will supervise "Hold 'Em Jail," a super-comedy, with Norman Taurog directing, and "Westward Passage," a powerful heart drama, starring Ann Harding, with Robert Milton directing.

HAROLD LLOYD is expected to utilize space at the United Artists Studio for his next feature. The bespectacled comedian has built his comedy on a lavish mounting and evidently needed the facilities at the huge U. A. plant to put across his ideas.

**Texas Goes RCA-Photophone**

RCA-Photophone, Inc., has been awarded a contract for the installation of sound reproducing equipment in twelve state institutions in Texas, according to announcement made by E. O. Heyl, vice-president and general sales manager.

The award was made by the Board of Control of the State of Texas at its office in Austin, which rendered its decision following the opening and consideration of sealed proposals that had been submitted by RCA-Photophone and other leading manufacturers of sound reproducing apparatus.

**Depinet Distribution Head**

New set-up finds Ned Depinet, vice-president of Radio and Pathe, in charge of distribution.

Charles Rosenzweig will be general sales manager.

**SA Has Rockne Film**

Sono Art-World Wide announces the closing of a deal with Harry Beaumont, Sam Wood and Si Masters, producers of a film made of the classic game between University of Southern California and Notre Dame, played November 21 at South Bend, Ind.

DOLORES DEL RIO will have the handsome and popular Joel McCrea as her leading man in "Bird of Paradise," which King Vidor directs for RKO-Radio.

LESLIE A. PEARCE has been signed by Mack Sennett to direct eight of his forthcoming comedies. Pearce has a splendid record both as a director of comedies and of features.

**"The Hound of the Baskervilles" Looks Spooky**



And here is "Hound of the Baskervilles," from First Division, to be released shortly in the local territory.



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Rochester Giving

Gift Nights are back in Rochester theatres. Manager Truman Brizee, Capitol, is giving away a set of ten books and book ends on successive Thursday nights to woman patrons. The books are cheap but good-looking editions of the classics like "Treasure Island," "Murders in the Rue Morgue," etc. Idea seemed to click, with more than 1,000 copies given out the first night.

Riviera, largest neighborhood, is giving away a vanity set to woman customers, also on Thursday nights.

Liberty, Poughkeepsie, is awarding electric clocks to Tuesday and Friday matinee patrons.

## For Hysterical

An emergency first-aid booth was recently established in the lobby of the Stanley Theatre, Utica, to care for "patients" who might have been overcome by the blood-curdling scenes in "Dr. Jekyll and Mr. Hyde."

Playhouse, Hudson, gives notice in its advertisements that "children unaccompanied by parents or guardians are not admitted."

## "Hound" Radio Tie-Up

"Hound of the Baskervilles" will be released by First Division coincident with its broadcast, for a six weeks period, over the NBC chain via the George Washington Coffee tie-up, with about two dozen stations coming in for the hour. It will be broadcast twice weekly.

Dialogue is by Edgar Wallace, with the film the third of the series First Division is distributing. With "Fatal Hour" and "Speckled Band" money-makers, "Hound of the Baskervilles" is expected to hit a new high mark.

Vaudeville performers from the Broadway Theatre, Kingston, entertained at a meeting of the Rotary Club and got a big hand.

## Hart Host

Co-operating with the Rotary Club, Manager E. M. Hart, Stanley, Utica, recently entertained all the crippled children of that city. Cars carried the youngsters to the house, where a special down-front section was reserved for them.

## Sales Argument

Hundreds of essays on "Whether a Girl Should Sell Herself" were sent to the Stanley, Utica, in a recent contest for \$35 in cash prizes—\$15, \$10 and \$5—and 47 guest tickets. Both sides of the question were answered. The contest was conducted in connection with the showing of "Under Eighteen."

## Rogers' Midnites

With apparently no hope of Sunday shows in Newburgh, Manager Dave J. Rogers, of the New State, has inaugurated Sunday midnight shows, starting at 12.01 Mondays. Regular program is presented. Other Hudson River cities and villages have Sunday afternoon or evening shows, and Rogers is seeking to keep Newburgh people home.

## "Police Court" Soon

First Division expects a print of "Police Court" in any day now.

Leon Janney, Henry B. Walthall, Edmund Breese, Aileen Pringle and Al St. John head the cast. It's from Monogram and looks strong.

*New Super*  
**Vocalite**  
**Sound Screen**  
**CRYSTAL BEADED**

## Thousands of Them!

In use all over the World.  
Perfect Light — Better Sound  
Third Dimension—High Intensity  
at low Intensity Cost.

Most brilliant of them all.  
Porous but not perforated—  
Scientifically designed, reinforced  
sound pores.

Write for Sample

Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.

New York Office 47 W. 24th Street

**Chromolite**  
**Sound Screen**  
**Non-Glare • Diffusive**

## 94.6 Percent-New-Amazing

Entirely new and revolutionary  
Sound Screen. Permanent non-yellowing  
whiteness. High reflection.  
value (94.6%).

More light with less amperage.  
No fadeaway. No eye fatigue.  
Can be resurfaced . . . Sturdy,  
Strong . . . Durable.

Write for Sample

Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.

New York Office 47 W. 24th Street



## Artie Block Helps Out All Warner B'way Houses

Artie Block, who manages the Warner Theatre, and who will be treasurer of the new Hollywood Theatre when it reopens with a vaudeville policy soon, has been acting as publiciteer aide de camp for all Warner houses.

His Jewish window card on "Taxi" was a darb, and should help get a lot of business. Likewise, the Semitic plea on "Manhattan Parade" ought to have aided business.

On "Woman From Monte Carlo," he turned to the German element, and sold the picture with foreign language appeal.

Under his direction, Warners have seen new life come into the Warner Theatre, with some excellent runs, primarily "The Dreyfus Case" and "The Speckled Band." Both went over because of the way they were sold.

Every picture is an exploitation possibility for Block, and he has built up a mailing list that any neighborhood house would be glad to have.

In selling the house, Block is trying to forget he is on Broadway, and gets a lot of trade around mid-Manhattan, but he doesn't overlook the fact that the Broadway bally helps swell the crowd.

### Cowboys

Radio's Oklahoma Cowboys played the Saranac Lake Fox Pontiac Theatre recently. The same vaudevillians later gave an evening show at the Adirondack lodge of the N. V. A.

### Saranac Benefit

"The Mad Genius" will be the basis of a February benefit for the Altar and Rosary Society of St. Bernhard Catholic Church at the Fox Pontiac Theatre, Saranac Lake.

Another benefit February 27 is planned by Manager A. B. Anderson and has already aroused interest in the town. The benefit will be for the Olympic committee of the sister town of Lake Placid and will be given to help meet the funds necessary to bring the Olympics to Lake Placid.

### Bingo Organs

Weekly broadcasts from WNEF, radio station at Binghamton, from Capitol Theatre, where Dick Betts performs every Sunday afternoon on the Capitol Theatre pipe organ, have proven their worth as advertising for Comerford's Binghamton theatres.

### Capitol's "Seth"

Probably the greatest attraction promotion manager Fred Perry, Comerford Theatres, Binghamton, has arranged for theatre patrons at Binghamton was old-time fiddlers' contest. Contest attracted expert fiddlers from all over New York state. Marked opening of "Seth Parker" at Capitol.

### Not Bragging

Olympic, independent, Utica, has just blazed forth with this announcement in all its newspaper advertising:

"Owing to tremendous business caused by booking all the outstanding pictures, from now on, excepting Sundays and holidays, the show will start at 11 A. M. and run continuous."

## Book Cover Idea

Many theatre managers are taking advantage of the new school term that begins the early part of February.

Many aggressive managers are ordering a new supply of book covers carrying theatre advertisement and distributing them at special performances.

Free distribution not only builds good will, but brings the theatre's name into every home in its immediate locality.

The American Book Cover Company is now manufacturing a new cover.

This is one time of the year that the theatre manager has an excellent opportunity to gain the co-operation and friendship of the local school authorities in the distribution of schoolbook covers.

## Betts in Jamestown

Wintergarden (Warner Brothers), Jamestown, brought an innovation when Freddie Weinberg, manager, secured the services of Dick Betts. Betts is a pipe-organ artist, who carries his own microphone and sings and talks a line of patter while playing the organ. His line also includes the throwing of songs and wisecracks on the screen, the songs being sung by him and the audience.

Manager Weinberg is now negotiating with the local radio broadcasting station, WOCL, to broadcast some of Betts' programs from the theatre, with an additional line of some sort.

"Frankenstein" opened in Jamestown at the Warner Brothers' Palace Theatre to a packed house at a midnight show. Due to the ballyhoo beforehand, it was the largest midnight attendance since the Palace started the idea over a year ago.

### "Seth" Gets Help

"Seth Parker" enjoyed the largest opening ever held in Jamestown. A big advertising campaign had been put on before the opening, through newspapers, radio and street advertising.

## Perry's "Frankenstein"

City Manager C. A. Harrell and his wife were honor guests of promotion manager Fred Perry, Capitol Theatre, Binghamton, at opening showing of "Frankenstein." Manager Perry opened the play after one of the heaviest newspaper, trailer and radio programs of advertising ever attempted at Binghamton. Doctors, school teachers and business men of city were invited to attend by personal letter.

## Weinberg's Bar

Manager Weinberg, Warner Brothers' Wintergarden, originated the idea of holding kiddie matinees at his theatre. In furtherance of his project he arranged with a local drug store and soda fountain parlor to sell the kiddies a candy bar called the "Kiddie Klub Bar," ten of the wrappers from the bars being good for one admission to the matinee.

## Charity in Jamestown

All the Jamestown houses have put on charity performances, charging an admission to performances of a piece of clothing or some kind of foodstuff. Tons of food and several hundred dollars' worth of clothing were obtained in this manner and turned over to the various relief organizations.

## Jamestown Midnites Click

Warner Brothers' Palace, Jamestown, has been giving the public vaudeville last three days of each week.

Idea has taken well and the box-office has prospered as a result. Palace is the only house in town putting on midnight shows, each midnight showing being the picture to be featured the first three days of the following week.

## RKO-Syracuse Active

Syracuse RKO exploitation staff has been plenty busy lately. Theme song in "The Girl of the Rio"—"Querida"—was basis for tie-up with all music stores, featuring the song in their advertising.

## Sales Meetings Starting

Sales meeting talk is already in the air, with Fox the first to come to the fore. Convention will probably be

## Columbia Holds Buffalo Prosperity Party

Columbia's 1932 "Prosperity Party" was staged January 14 at the Hotel Statler, Buffalo. It was attended and enjoyed by over 100.

Pre-screening of Columbia's "Forbidden" was followed by a luncheon in the Terrace Room. Don Gunderman, organist, Lafayette, delighted the gathering. Speeches followed, and Jos. A. McConville, district manager, Columbia; Jules Michael, president of the M. P. T. O., and Joe Miller, Columbia's Buffalo manager, coincided in expressing the belief that motion pictures held the keynote toward convincing the American public that prosperity was just around the corner for 1932.

Group photograph included exhibitors from Western New York, Syracuse, Binghamton, Rochester, Batavia, and Frank Collins, vice-president, Marine Trust Company; Michael Cohen, prominent attorney; John Osborne, district manager, Warner theatres; Harry Thompson, booker, Fox circuit; Chas. Johnson, Columbia Albany branch manager, and Tim Donohue, Columbia Buffalo office manager and booker.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Impatient Maiden"—Universal

Lew Ayres, Mac Clarke, Andy Devine, Una Merkel, John Halliday, Oscar Apfel, Helen Jerome Eddy, Bert Roach.

Thanks to fine treatment and intelligent direction a story that looked like clap-trap in book form has turned into an interesting and well performed movie. Universal has thrown out a lot of the sex with which anyone could find fault and instead has substituted more human angles, with lots of sentiment and emotion.

Estimate: A nice programmer, with some fine performances.

## "Freaks"—Metro

Wallace Ford, Leila Hyams, Olga Baclanova, Rosco Ates, Henry Victor, Daisy Earles, Edward Brophy, Daisy and Violet Hilton.

Metro has attempted something different, which may result in something a bit trying to audiences. True, "Freaks" is apart from the general run of films, but there will likely be trouble from those who seek to attack the movies. The story is one that only adults will go for. It is a question whether or not good taste is always used. With views of physically deformed folk, handicapped by nature, mentally, too, and a lot of wisecracks of poor taste, "Freaks" has much that is objectionable.

Estimate: Exhibitors should see this before playing.

## "Silent Witness"—Fox

Lionel Atwill, Bramwell Fletcher, Greta Nissen, Helen Mack.

With no screen names of any importance, "Silent Witness" presents a problem for exhibitors. True, Atwill is up to standard, but the theme, adult and dealing with a murder and trial, is not entirely new. The direction is not up to snuff, but some audiences might find it entertaining.

Estimate: Just a program picture that might prove a difficult piece of property.

## "Without Honor"—Supreme

Harry Carey, Mae Busch, Mary Jane Irving, Gibson Gowland.

Harry Carey has returned to westerns, and "Without Honor" is a pretty piece of open-air property. Most westerns are generally the same in theme and whatnot, but Carey's sympathetic performance gives his current show a head start.

Estimate: Splendid western.

## "Tex Takes a Holiday"—Argosy

Wallace MacDonald, Virginia Brown Faire, Sheldon Lewis.

The fault can't be blamed on the actors, but "Tex" just doesn't come up to any standard at all. In Multicolor, it is pretty low stuff.

Estimate: Doesn't make the grade.

## "Murders in Rue Morgue"—U

Bela Lugosi, Sidney Fox, Bert Roach, Brandon Hurst, Noble Johnson.

U has given exhibitors "Dracula" and "Frankenstein," both big moneymakers. "Murders in the Rue Morgue" shapes up as strong an entry as the first two, provided that the horror craze hasn't been washed up at all. There are thrills aplenty, a slight love tale, and an ape for the gruesome effect of it, along with Bela Lugosi. Unless folks have become used to all kinds of thrillers, "Murders in the Rue Morgue" is strong box office.

Estimate: To be sold for better returns.

## "Carmen"—B. I. P.

Marguerite Namara, Thomas Burke, Lance Fairfax.

Here's opera in talkie form that can be enjoyed immensely by movie patrons, with a splendid score and excellent voices to back up a production that doesn't hesitate to move around once in a while. Opera-goers will like it, and those who have been compelled to get their operas through the radio ought to flock to see it. B. I. P. deserves a lot of credit for attempting something new.

Estimate: Something different in the talkie line and probably a neat grosser.

## "Prestige"—RKO-Pathé

Ann Harding, Adolph Menjou, Melvyn Douglas, Ian MacLaren, Guy Bates Post, Clarence Muse, Creighton Hale, Rollo Lloyd.

Unfortunately for everyone concerned, "Prestige" can't get the grosses of Ann Harding's other features. True, the performance she gives is decidedly sympathetic, but the theme of story, Indo China, is decidedly familiar, and the whole thing doesn't click.

Estimate: Should have been better than it is.

## "Passionate Plumber"—Metro

Buster Keaton, Jimmy Durante, Polly Moran, Irene Purcell, Mona Maris, Gilbert Roland, Maude Eburne, Henry Armetta, Paul Porcasi.

With Keaton and Jimmy Durante heading what little is left of the original "Cardboard Lover," punctuated with lots of good gags, "Passionate Plumber" looms like heavy laugh box office. The gags are somewhat familiar, but the fun is sure fire.

Estimate: A laugh picture that should get its share of shekels.

## "Man Who Played God"—Warners

George Arliss, Violet Heming, Bette Davis, Louise Closser Hale, Donald Cook, Oscar Apfel, Paul Porcasi.

The production is clean, the picture tasteful, the material is a bit different, but the box-office possibilities will depend upon how Arliss pulls. The latest Arliss opus will have little help through word of mouth, but Arliss audiences should go for it.

Estimate: Where Arliss clicks so will the show.

## "Man I Killed"—Para

Lionel Barrymore, Nancy Carroll, Phillips Holmes, Tom Douglass, Zazu Pitts, Lucien Littlefield, Louise Carter, Emma Dunn, Tully Marshall.

Even the fine hand of Ernst Lubitsch has found it difficult to fashion giant box-office material from "Man I Killed." Barrymore, Carroll and Holmes have a heavy story on their hands, the theme of which may prove too unhappy for some audiences. There are many sequences which will draw tears. The laughs are not very frequent. An after-the-war tale of a conscience-stricken French boy who goes to the family of the boy he has killed it is psychological to a degree.

Estimate: The elements of strong box office are present. Showmanship will undoubtedly be necessary.

## "Arsene Lupin"—M-G-M

John Barrymore, Lionel Barrymore, Karen Morley, John Miljan, George Davis, John Davidson, Mary Jane Irving.

With this Barrymore combination, with Jack Conway's direction, with a sprightly and entertaining script, with a comedy and detective angle that is chuck full of interest, with love scenes that are just grand, how can "Arsene Lupin" miss? It looks as if Leo has just made another great grosser, and again the Lion deserves a vote of thanks.

Exhibitors: Get set for real dough.

## "Tomorrow and Tomorrow"—Para

Ruth Chatterton, Paul Lukas, Robert Ames.

An adult story of the sort that Chatterton fans always find so inviting, "Tomorrow and Tomorrow" is no great shakes as box office, but it will appeal to class audiences. This washes up Ruth with Paramount, and her last bid is a bit better than some of the recent Paramount releases starring her. Philip Barry's story is fine, not for children. Chatterton is still the same.

Estimate: Okay for the classes, not the masses.

## "No One Man"—Para

Carole Lombard, Ricardo Cortez, Paul Lukas, Juliette Compton, George Barbier, Arthur Pierson.

Lots of talk, little action, deluge of class—that's "No One Man." It's adult drama, of alleged high society, similar to a lot of stuff Paramount has been handing over recently. Ricardo Cortez is a heavy, and Paul Lukas does good work.

Estimate: Just a picture. Some of the names can be sold.

## "Local Bad Man"—Allied

Hoot Gibson, Sally Blane, Hooper Atchley, Edward Hearn.

Skimpy, even for a western, and just another of the Gibson series. The story is thin, but Hoot will probably hold it up. There is some attempt at comedy.

Estimate: Another western.





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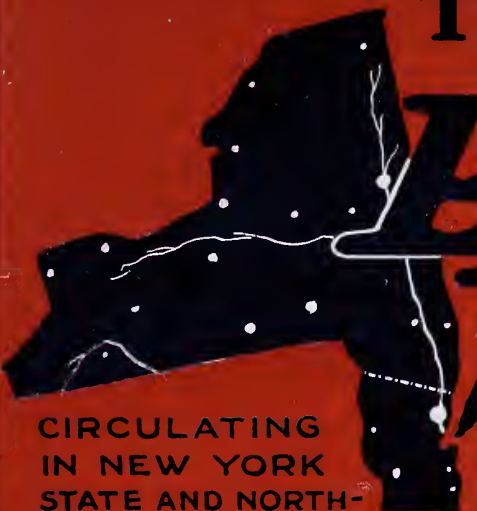
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THE NEW YORK STATE

# EXHIBITOR



COVERING THREE FILM ZONES

AN EMANUEL-GOODWIN PUBLICATION

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Vol. 4—No. 11

NEW YORK, FEBRUARY 10, 1932

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## Thank You, Gentlemen

WHILE the jury is still out, it might be well for the industry at large to give a vote of thanks to its representatives who so valiantly fought in its behalf before the Ways and Means Committee.

No one, regardless of the verdict, can deny that it has been a good job. Charles C. Pettijohn presented the case of the industry in a significant, intelligent manner.

His able presentation earned the good will of thousands of exhibitors throughout the land.

The other folk, Messrs. Kuykendahl, Lightman and associates of the M. P. T. O. A. and Hays organization war board, as well as Abram Myers, of the Allied group, likewise earned the plaudits of exhibitors who feel that their statements of the case at hand should bear weight with the Ways and Means Committee.

It was extremely unfortunate, of course, that another note entered into the presentation, that discord of the sort that should not have reached the eyes and ears of the committee should have reared its ugly head. Granted that the question of block booking, the cry of chain oppression are issues. Granted, too, that there may be weight in the claims.

But all this was aside from the gigantic problem at hand, to present to the Ways and Means Committee a graphic picture of the load under which the trade was staggering.

The view the committee has received would have been clearer, more understandable if no reference had been made to it at the tax hearing. Such matters have another place reserved for them. When theatres are combining in an effort to avert a tax which would prove a hardship upon the entire industry, cries of block booking and kindred evils should not have been allowed.

The right to protest should never be refused. Yet in this case, such a complaint was, to repeat, unfortunate.

But to return to the work accomplished.

The industry, it might well be said, expects that its case will be given a fair verdict by the jury. On the strength of its presentation before the Ways and Means Committee of the House, it has good reason to hope for the best.

## Independent Production—New Era

ORGANIZATION of independent producers into an association for protection in problems in regard to labor and distribution is a healthy sign, probably the most gratifying independent production development of the decade.

There is no denying the fact that the importance of the independent producing market is growing, and that even the major producers are shaping their courses so that the independents must certainly supplement the market. Examination of some of product distributed by the independents this season confirms the thought that the calibre of many of these pictures has grown higher, and that there is a new quality to be found here.

The new season will present a glowing picture for the independents. 1932-1933 should give them their big chance. Success of the present product should encourage them to invest more money, attempt new ideas which have been held in check by lack of capital, of market.

Now there is a larger market, and the purse strings should loosen for these independent studios which have given evidence of their abilities. Economy programs of the larger studios have been responsible for the release of more capable men, more prominent players, more experienced writers and technicians. There are few non-contract players who cannot be secured by the independents.

And now this new association, a body which will probably establish its own distribution channels if shoe-string state righters persist in shoe-stringing and petty methods.

It is to be hoped that this faith which independent exhibitors are placing in independent production will be held inviolate.

## Save the 5-5-5

THE temporary retirement of one of the industry's leaders from a company he has helped to build should not, in any event, affect the work completed by the 5-5-5.

The motion picture industry, until the resignation of Sidney R. Kent from Paramount-Publix, had been hoping that the standard contract formulated by the 5-5-5 committee would be made a part of this business, optional at the beginning of the 1932 sales season.

With Kent retiring for the present, friends of the 5-5-5 agreement fear that the work he helped achieve may also pass into the background.

But there were others who worked with him, helped formulate the new contract. If their interests were sincere, it remains for them to further the work which had been done.


And there are those, too, who are asking why an industry, which heralds all its branches to defend itself against further taxes, cannot, of its own accord, settle its internal problems and clean its own house as efficiently as it seeks to work for its own interests in tax matters.

## Day by Day

UNIT by unit, group by group, bits of producer-owned chains are passing back into the hands of independents.

What has been predicted has come to pass. Each week some independent takes back a few houses. Every month the list of affiliated theatres grow smaller.

And the end is not yet in sight. When that era of independent operation present before the rise of the chains comes to pass again, then the industry will be getting closer to its logical and healthier state.





# Eyes of Industry Turned on Skouras as Independent Chain Covers Country

## War Still Continues

The war between Springer-Cocalis and Local 306 continues.

Latest angles include reports that Empire State of Brooklyn is now manning the booths of the houses; that the tiff is costing both sides plenty, and that it will be settled sooner or later.

Who cares—except Springer-Cocalis and 306?

## Pettijohn Points to Record on Tax Hearing

*Text Available for Exhibs Who Want to Know*

Charles C. Pettijohn, counsel for the M. P. P. D. A., points to the "Congressional Record" as the significant indication of what took place at the Washington hearing before the Ways and Means Committee.

"Why make statements," he asked, "when interviewed? The record shows everything. This is the time when we want a united front. We want to win the battle, and are not concerned with statements. Let's win the fight. Printed copies of the 'Congressional Record' will tell who said what and when."

THE NEW YORK STATE EXHIBITOR has some copies which it will be glad to distribute to readers of this magazine.

## Leff Adds Another

This time it is M. Leff who has taken unto himself a house.

Acquired the East End in association with M. Tendler. Latter operated the Weequahic, Newark, while Leff was interested in the Sunshine, Brooklyn.

## Three for Brandts

The Brandt boys have taken over three mid-sector houses.

Both the Central Park and the George M. Cohan have passed into the possession of former inde operators.

Brandt Theatrical Enterprises announce that the former will have a popular price policy.

The same operators took the Jolson Theatre a week later for a picture policy.

## Beacon Passes

Beacon Theatre, formerly a Warner possession, has passed back to the Central Amusement Corporation.

House, seating 3,600, will play a film policy.

## Installs Percentage System in Metropolitan Houses — Drops Assistant Managers — Buying Power Potent — Wesco Deal Completed

The eyes of the industry are on one of the greatest tests of showmanship that has been brought into this business in many moons.

## Skouras Cuts Out All Assistants in New Move

### Upstate New York String Feels Economy Policy

Assistant managers of all up-state Fox houses figuring in the recent Skouras deal walked the plank as the first economy and retrenchment move in the new regime.

House pilots hereafter will be wholly responsible for full administration of their theatres.

Skouras boys are expected to pay a return visit to their up-state headquarters soon, when further changes may be announced. Some managerial shifts and removals are reported set as a result of the Skouras reaction to personal interviews with the Fox managers two weeks ago.

Catherine Cuff, heretofore p. a. for the Fox-Eckel, Syracuse, is transferred to the circuit's booking department.

### Columbians to Dance

Columbians, Columbia Pictures social organization, will hold its second annual formal dinner-dance at the Plaza, February 13.

President Jeanne Dressler heads the committee, which includes Fay Rothman, Floyd Weber, Mort Wormser, Etta Le Voff. Harold Reiff is handling sales of tickets.

### Laurel in June

Laurel Theatre, Long Beach, a Rugoff and Becker enterprise, is scheduled to open June 1. House seats 1,800, and will be open all year round.

### Starr in Lyndhurst

F. H. Starr, of Rialto, Monticello, N. J., prominence, now has the Lyndhurst Theatre, Lyndhurst.

Can Spyros Skouras and his associates make a success of their operation of several hundred theatres where affiliated chains have failed?

### Wesco Agreement

Announcement that Wesco Corporation and Skouras brothers have entered into an agreement to operate all houses in the Wesco group, effective as of February 15, reveals that Skouras has a chain only second to Publix. The arrangement provides an operating agreement and does not involve the sale or leasing of the properties. For a period of years, Skouras brothers will operate all theatres in that group, about 550. Included are the Fox West Coast Theatres, operating out of Los Angeles; Midwest and Midland divisions, operating out of Kansas City, and the Fox Midwesco Theatres, out of Milwaukee. Fox Theatre, Philadelphia, is also included.

### Favor Skourases

Showmen are betting that the Skourases will be able to pull the theatres they have taken over out of the red, where many have been entrenched for many, many days.

Skouras operates his theatres with a firm, shrewd hand, as many exchanges will testify. One of his initial moves is to drop assistant managers, an innovation which has already taken place in his upstate New York houses.

### Percentage

As an incentive to greater effort, Skouras has installed a percentage system in his metropolitan houses, through which managers will be given a cut of 10 per cent over their expectancy, a sum stipulated by the home office. If the house has been in the red, the manager will be given a cut of 10 per cent of the increase after expectancy has been stated.

### Buying Plenty

This makes the Skouras brothers the greatest buyers of film in the country, next to Publix, and marks the climax of a rise which has seen them come from the Midwest to their present roles as national operators.

It is generally agreed that if the Skourases can't put the houses over, no one can—as one big chain.

## Expect Gala Occasion at Motion Picture Club Ball

Plans are all set for the annual Motion Picture Club Ball, to be held in the Grand Ball Room of the Waldorf-Astoria, February 20. Arthur Stebbins, heading the entertainment committee, announces that three radio bands, Abe Lyman, Harold Stearn and Claude Hopkins, will provide music. Invitations have been dispatched to prominent state and city officials to attend.

Committee includes: Entertainment—Roxy, Sam Katz, Milton Feld, William Morris, Jr., Al Lichtman, Jack Partington. Publicity—Hal Horne, chairman; Si Seadler, Jack Hess, George Morris, Ed Finney, Bert Adler. A. P. Waxman, Charles Einfeld, Bill Ferguson, George Gerhard, Arnold Van Leet, Paul Gulick, Morrie Kahn, Don Mersereau.



# Co-operation of All Exhibitors Urged For Washington Bicentennial Program

## Theatre Owners Expected to Work With Local Bodies in Observing 1932 Celebration — M. P. T. O. A. Ready to Aid Members in Giving Help

Officials of the Motion Picture Theatre Owners of America and members of their Washington convention committee are making a special appeal to all exhibitors to co-operate in every way with the United States George Washington Bicentennial Commission in making that big celebration, which officially starts February 22, a nation-wide success.

President Hoover has just issued a general proclamation along that line. Theatre owners national organization is asking exhibitors to put on special shows where patriotic elements will be to the front.

President Lightman and other officials of the national organization have arranged with Congressman Sol Bloom, director of United States Bicentennial Commission to aid theatre owners in as definite a way as possible in developing the patriotic elements of this celebration.

Exhibitors desiring special information along that line can communicate with Congressman Bloom's Washington headquarters direct or with the national office of the Motion Picture Theatre Owners of America.

Congressman Bloom is arranging a special Bicentennial program for the opening of the annual convention of the Motion Picture Theatre Owners of America in the Mayflower Hotel, Washington, March 14.

The official celebration will continue several months.

Theatre owners will, where practical, arrange with their home town officials, the newspapers, Daughters of the Revolution, American Legion, in making the George Washington celebration the most important civic event of the year.

### Peekskill Sunday Vaude

Peekskill Theatre, Peekskill, is presenting vaudeville with its feature pictures.

Sunday shows are permitted.

### Charters

Notice has been filed with the Secretary of State of a change of name of Talking Pictures Programs, Inc., of New York, to Erpi Pictures, Incorporated.

## Jersey Allied Seeks Buying Power Information

The Jersey Allied contingent is now being surveyed through a questionnaire sponsored by the body. Elements to be reviewed include advertising in newspapers, posters and photos of films, special printing, operating booth supplies, control rental, cleaning and general supplies, lamps, trailers, insurance, fuel, electric rates, premiums, trade papers, etc.

It is planned to give the members the benefit of co-operative buying when the survey is completed.

## Passing of Sol Brill Mourned by Trade

Death of Sol Brill proved a shock to his many friends and associates in the local film world. In the exhibiting end for 27 years, his death was not unexpected, as he had been ill for some time. He was president of Brill Theatres, a 15-house chain, and Isle Theatrical Corporation and was associated with various financial units.

Fifty-four years of age, he is survived by his widow and three children. His funeral was attended by hosts of prominent film men.

### Just a Brief Jaunt



Frank Schiffman

Associated with Leo Brecher in the direction of the Lafayette, Roosevelt, Douglas, Odeon, Plaza, Little Carnegie and other houses, and Mrs. Schiffman, had a swell time on the S. S. "Columbus" West Indies cruise recently. He was accompanied by his sister, three children, besides the frau. Incidentally, he was a C. C. N. Y. classmate of Sidney Samuelson, Allied Jersey head, and Edward G. Robinson, the flicker star. His wife won a couple of prizes on the trip, and he came back full of pep.

### Bingo Flesh Slipping

Flesh has been hitting it off fair at Binghamton Theatre, Binghamton. For some reason patronage at Binghamton has not been 100 per cent through the week, but on Friday and Saturday nights house usually is jammed.

### Seek Movie Okay

A bill introduced in the Assembly by Kenneth Fake, Schoharie County, authorizes villages to provide for motion picture shows at public expense not exceeding \$1,200 a year. One of the villages in this county has held free outdoor movies for several years.

## Theatre Owners Guild Seeks to Settle Problems

### Combination of Inde Circuit Chiefs Aims at Peace

Theatre Owners Guild of New York, a new inde unit, has made its appearance in town.

Familiar faces, the Skouras brothers, Leo Brecher, H. Schwartz, Lee Ochs, Laurence Balegnino, loom as the executive leaders.

It is expected that labor problems and those affecting theatre operation will be considered.

The body does not appear as opposition to T. O. C. C., but appears to seek more specific attention for inde circuit organizations.

### 306 Dances

Local 306 will hold its 18th annual dinner and dance at the Commodore, February 27.

There is a show, besides.

### Hollywood Opens

Warner Brothers finally are getting their Hollywood vaudeville program under way, with an all-star show.

Lou Holtz is handling everything.

### Suffern Relents

Suffern village trustees have voted permission for a Sunday movie show in the Lafayette in aid of the needy.

### Lyric, Oyster Bay, Reopens

Lyric Theatre, Oyster Bay, has reopened. Fire closed it for a while.

### Monogram Meets

Monogram holds its annual convention at New Orleans, February 22-24.

Ray Johnston will preside. A program of 40 pictures for the new season is expected to be announced.



# Proposed Increase in Binghamton Tax Bringing New Worries For Exhibitors

## Sucknow's Union Trouble

Walter Sucknow, exhibitor at the Arbor, Albany neighborhood house, has been having troubles with his operators. His contract called for a 4½-hour night and he is running only 3½ hours. His men refused to take pay on that basis. He placed non-union labor in his booth for one day and then took back his union men, pending a settlement.

Sucknow has added a vaudeville show to his film program. Albany stage hands' union asked for an electrician and one stage hand, but Sucknow refused as he has no practical stage, scenery or curtain. He says he will not accede to the demands of the Albany stage hands' union.

## Watching

**A L B A N Y**  
Exhibitors Vacation in  
Florida—Exchangemen!

With Bill

CHRISTOPHER H. BUCKLEY, independent exhibitor of Harmanus Bleecker Hall, the Leland and State Theatres, Albany, is in Miami with Mrs. Buckley. . . . "Wild Bill" Donovan, Tupper Lake exhibitor, is also in Florida on his annual trip. . . . Chadwick Silk Mills, Chadwick, which has conducted movies for its employees, has resumed on a two-night basis. . . . Helene Chadwick, former movie star of the silent days, is a member of the Chadwick family that operates the silk mills. . . . Spyros, George and Peter Skouras and officials of their recently acquired New York state theatres, held a meeting in Syracuse recently and formed the Central New York Theatre Corporation. . . . Sternberg and Sobel, Boonville, are going ahead with the erection of a new theatre, plans having been accepted.

CHARLES DERRY, Empire, Port Henry, gave up the lease on that house, January 31, and will be out of business until his new house opens some time in April. . . . He is offering a prize for a name for the new house. . . . It must not contain more than five letters. . . . Freeder and Grossman, exhibitors in Hudson and Utica, have taken over the Empire for the time of Derry's expired lease. . . . Charles Sessonsky has closed his theatre in Carthage. . . . Stanley, Utica, has six acts of vaudeville and pictures. . . . The Warners formerly had an agreement with Fox not to play vaudeville, but that agreement is now broken with the Skouras brothers in possession of the house.

HARRY BASSETT, Paramount booker, is critically ill in an Albany hospital. . . . Harry Aranove, in charge of advertising at the Warner exchange, is another hospital patient. . . . Jimmy La Belle is replacing Aranove during the latter's illness. . . .

## City Must Raise Additional Revenue — Suggestion Church Property Be Under Scrutiny Leads to Added Glances Toward Theatres

Considerable discussion has been heard at Binghamton regarding a proposed increase in theatre tax following proposal by local pastors that churches, which never have been taxed in the Parlor City, be listed among taxable property.

Warners have changed the schedule of their Troy Theatre, Troy, openings from Saturday to Sunday. . . . Features now run from Sunday to Wednesday and from Thursday to Saturday. . . . Harry A. Rosenweig, assistant sales manager for Warners, has been in the Albany exchange for a visit. . . . Joe Feldman, publicity manager for Warners, has an assistant, Sandy Lazar, and Harry Spencer is working for Joe out of Utica. . . . Charles Johnston, Columbia Albany manager, went to the New York office for the week-end of January 30, for a conference with home office officials. . . . Bill Sherry, MGM salesman, also spent the week-end in New York and Long Island, but to visit his children and grandchildren. . . . C. H. Buckley leased his State Theatre (now in second-run pictures) for three days to an "Uncle Tom's Cabin" troupe, for a local benefit. . . . A plan to install Doc Peyton's dance orchestra, for a long time a feature at the New Kenmore Hotel, in the Warner Strand for a week, was killed by the opposition of the Albany Musicians' Union.

CHARLES ROSENSWEIG, divisional manager of Warner pictures, was a recent visitor at Ray Smith's office. . . . "Bill" Smalley, Cooperstown exhibitor, and Harry Seed, former Albany Warner manager and now of the Buffalo exchange, were Film Row visitors recently. . . . Lew Golding, RKO divisional manager in Albany, has been taking off weight. . . . Richard Hartigan, former organist at the Warner Troy Theatre, has gone to the RKO Plaza, Schenectady. . . . And Ray Turner, organist at the RKO Palace in Albany, has been replaced by Harry Zimmerman, known as "Zimm." . . . Turner has been transferred to an RKO house in the middle west. . . . Warner Ritz has reduced its prices from 25 cents in the afternoon and 35 at night to 20 cents from opening to 6 o'clock and 25 cents at night. . . . It is playing full and split week first runs.

It has been learned that the matter may go to the Common Council for settlement.

Those who would wring the houses dry of any sort of profit, have harped on increased pleasure tax here since intensive effort has been made by Binghamton Automobile Club to battle state increase on gas tax. Strange to say, there have been a number of motorists opposed to the auto club's stand against increased gas tax. It is from this group that the proposed increase in theatre taxation is being heard.

There are about 16 theatres in Binghamton. The Council has just adopted an ordinance establishing theatre tax at same rate paid in 1931, and managers hope that the rate cannot be raised for another year at least.

Theatre revenue returns to the City of Binghamton about \$300 from each house open on week days and \$400 a year from those open on Sunday, in addition to the regular fee, which averages approximately \$300 for the larger houses and drops to as low as \$275 for the smaller ones.

While the faction in question offers no reason for such a tax on Bingo houses, they nevertheless advocate imposition of one. Two councilmen have been approached on the matter, to date. One told his questioner that he believes the present rate to be sufficient.

## Bingo Sunday Issue

Question of Sunday pictures and the new Plan C Council's attitude on them has aroused the ire of several Bingo managers, who have approached the new group on matter. For the most part they decline to discuss the subject, but in the opinion of the Council's liberal element, or minority group, the subject will be an issue when the new administration gets settled down.

## Buffalo Ties Own Celebration With Washington's

Buffalo is doubly fortunate in that the year 1932 brings its Centennial, with the Bicentennial of Washington's birth.

Jerome B. Chase has been named chairman of the Buffalo Washington Bicentennial Committee and Fred D. Corey is general chairman of the Buffalo Centennial Committee. Theatres, schools, churches, service clubs, and business associations are concentrating their efforts toward educating the rising generations in a better appreciation of Washington.

Chairman Chase has suggested a program for observances of some of the days that are to be observed under the plans of the Federal and State Bicentennial commissions. This program affects Washington's Birthday, Patriots Day, Inauguration Day, Arbor Day, Decoration Day, Flag Day, and the various June commencement exercises.

Buffalo will also make this a sort of an international event in July. Parade groups and organizations from different parts of the city will assemble at the Peace Bridge to meet delegations from Canada. After brief exercises at the bridge entrance, the various groups will continue to the Buffalo Centennial Stadium for speeches by a nationally-known orator and brief replies from representatives of other nations.

Theatres in Buffalo will lend invaluable aid.



Watching

## PATERSON

Plainfield Fight Goes On—  
Ridgewood House Proceeds

With Jim

A MOVIE has been taken of the village of Haverstraw, showing the business section, social and industrial features. . . . It was shown twelve times in four days at Warner Brothers' Broadway Theatre. . . . Progress on the new theatre at Ridgewood, N. J., is being made at a highly satisfactory rate, due in large part to the mild weather permitting constant work. . . . At present two of the huge roof trusses and a large part of the steel connecting beams are in place. . . . Looks as if it would be finished on the scheduled time, April 1. . . . In carrying out its plan of presenting movies of the entire village of Ridgewood, the Rotary Club was "shot" while in action at their last dinner at the Elks Club.

IN HACKENSACK, counsel for Mrs. Olga Ziegler, on trial for the alleged murder of her husband, asked for the discharge of his client on the ground that the jury witnessed a crime moving picture called by the court prejudicial to this issue. . . . A mistrial was ordered by Judge Seuffert. . . . Counsel believes the court erred in declaring a mistrial and discharging the jury.

"A JEW AT WAR," the first movie of Jewish life, was shown for one day at the Paterson Y. M. H. A. . . . A meeting of the Suffern, N. Y., village board was called at which Henry Von L. Meyer, manager of the Lafayette Theatre and chairman of the relief board, asked permission of the trustees to hold a Sunday movie show for the benefit of the unemployed in the near future. . . . After much discussion and considerable hemming and hawing, the permission was granted. . . . "It is the idea of the relief committee," declared Meyer, "to attach no strings on the funds raised. . . . The village will not be forgotten, however, when the funds are being expended."

IN PASSAIC, Garry Vrooman, local manager of the Warner Brothers' theatre, has been publicly thanked by Mayor John R. Johnson for the loan of the theatre for the benefit performance for the unemployed. . . . Patriotic pictures are being shown by the Paterson Board of Education at evening schools as part of the Americanization work now being persistently pushed. . . . The films were the Yale historical group and were donated to the Board of Education. . . . Manager Liner, U. S. Theatre, has no outer handle on his office door—you have to knock if you want to get in.

MOTION PICTURES showing various industries and how they function are being shown weekly at Pompton Plains school, under the direction of the principal. . . . Talkies showing every phase of U. S. naval activities were shown before the National Association of Power Engineers at their meeting in Passaic, recently. . . . Pompton Lakes Community Relief Association will present "Flying High" for their fund February 10, 11. . . . In Plainfield, N. J., the fight in regard to Sunday closing goes merrily on. . . . Frederic F. Kislingbury, manager, has declared that he intends to see this thing through if it takes all the police. Police Chief Charles A. Flynn possesses. . . . He insists that the Paramount, Oxford and Strand will

### Rabbi's Open View

Rabbi Maurice J. Bloom, Temple Beth-Jacob, Newburgh, in a sermon denounced blue laws and advised that the people demand their right to amusements on Sunday. Newburgh is virtually the only city along the Hudson which still maintains a ban on Sunday shows. The Jewish divine said: "Certainly the churches do not gain by these prohibitory laws. A recent study proves that, in spite of our complete shut-in-ness on Sunday, the churches favoring these laws are attended by less than 2,000 people all over the city. Railroads, ferries, gasoline dealers and neighboring towns are the only gainers."

## Paterson Tightens Up On Operator Regulations

### Bill Now Being Considered By Council

Paterson, N. J., motion picture operators will be hit if a measure that has already passed its first reading passes in that town.

It is to strengthen, modernize and regulate motion picture operators and their duties, under consideration by the fire and police commission.

It raises the license fee from \$5 per year to \$25, and in addition the operator will be directly responsible for fires which may occur in the projection room. The new ordinance also fixes the penalty for violation of its regulations, and in this respect both operator and owner of the theatre may be fined from \$25 to \$100.

Finally, the ordinance stipulates that the fire and police board shall have complete authority in the granting of licenses and the supervision of operators.

### Farrell Speaks

Daniel Farrell, Oakland, N. J., who spent several years in the Navy, and who is now connected with that branch of the service which is studying the use of motion pictures as a means of analyzing action and reporting information, was the guest of honor at the meeting of Oakland Chamber of Commerce. He showed several reels of sound pictures.

### Orpheum, Newark, Shifts

Orpheum, Newark, much shifted house, is now under Fineberg direction.  
Jewish movies.

### Non-Theatrical

Hopewell Junction Episcopal Church has begun presenting motion pictures once a week in its parish hall.

keep the colors flying. . . . Lewis Carroll's "Alice in Wonderland" was shown at the Y. M. H. A. Junior Lyceum, recently.

## All Industry Problems To be Discussed at Meet

### Annual M. P. T. O. A. Convention Full of Highlights

In keeping with the original plan to make the coming Washington convention of the Motion Picture Theatre Owners of America reflect all of the needs of the industry, the program now nearing completion comprehends every possible subject associated with the betterment of the business.

President M. A. Lightman has associated with him in the work of preparing the program Chairman Fred Wehrenberg, Board of Directors; Director M. E. Comerford, Walter Vincent, Secretary M. J. O'Toole and others.

The business sessions will be held at the Mayflower Hotel in Washington, March 14, 15 and 16, and aside from the extensive phases in conjunction with the George Washington Bicentennial the following outstanding subjects will be among those discussed:

"Public Relations, Co-operation of Exhibitor and Community"; "Building Morale in Theatre Staff"; "Over-Seating, Over-Investment"; "Balancing Programs"; "Bankers' Viewpoint of the Motion Picture Industry"; "Theatre Design and Construction"; "Sound Equipment, Care and Attention"; "Exploitation and Advertising"; "Music Tax and Copyright Laws"; "Score Charge, Service Charge, Etc."; "Protection and Zoning"; "Personality—Human Touch in Theatre Management"; "Elementary Law" (essential to exhibitors); "Theatre Insurance"; "Circuit Operation vs. Independent Operation" and "Over-Selling and Over-Buying Films, Film Shortage"; "Standard Exhibition Contract"; "Brookhart Bill, Block Booking, Etc."

Leaders in every division of the business will discuss those questions and others of equal importance.

### Pomeroy's Library

Roy J. Pomeroy has a unique album of photographs. This collection contains a picture of every miniature set of any importance used in motion pictures during the past ten years. Train wrecks, snow slides, hurricanes, battlefields, air raids and numerous other tiny set scenes are minutely reproduced; all of which have played a part in many prominent pictures of the past.

### Sokolich in Cold Spring

Playhouse, Cold Spring, has changed hands.

John Sokolich has taken the theatre.

### Lindenhurst Buyer Sought

New Theatre in Lindenhurst, L. I., is being peddled about by the builder, who wants an operator.

House will seat 650. Seider house is opposition.



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and  
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orchestra

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## Watching

**B U F F A L O**

Kauffman Is Back and Preview of "Arrowsmith"

With Mary Ann

NICKITAS DIPSON is expected back from Europe. . . . He has been over there four months and returns with his wife, who summered there. . . . George MacKenna, manager, Lafayette Theatre, just bought a new car, with radio. . . . Liberty Theatre, Attica, after opening for a week, has closed. . . . E. Loritz is managing the World Theatre, Rochester, in addition to the Lake.

**SHEA'S BUFFALO THEATRE** presented an additional treat in the person of the great Tetrzinni. . . . Syracuse Theatre, Syracuse, is closed. . . . Former owners, Frank Sardino and William Brown, have just reopened the Roxie Theatre, East Syracuse. . . . The DeWitt, Syracuse, is dark, having closed its doors after New Year's. . . . M. J. Kallet, who operates the Kallet Theatres, Utica and Syracuse, has sold out his finance business, and will devote his time managing his theatres exclusively. . . . Al Kauffman, formerly manager, Capitol Theatre, Rochester, is back.

JIMMIE ROE, manager, Turnhall, Syracuse, has been home ill—a very severe cold. . . . Seville Theatre, Manlius, having been remodeled, is opened under new management and operates seven days a week. . . . N. L. Googii, exhibitor of Cazenovia, is also mayor of that town and censors his own pictures. . . . Whole sales force of Columbia is concentrating on features and shorts and is pushing a "Laugh Month," which has resulted in plenty of dates. . . . Wm. Healey, formerly of Columbia publicity department, is in the territory for several weeks, handling special exploitation of "Alice in Wonderland."

**HARRY ROSENQUEST**, assistant general sales manager of Vitaphone shorts, visited Buffalo and made trips to surrounding towns setting dates for their George Washington Bicentennial reel. . . . Harry Dixon, manager, RKO, had Nick Basil, his brother, Bill, and Spence Balsor at his cottage at Crystal Beach. . . . Exhibitors all agree that Harry has the ideal spot for entertaining.

LEO MURPHY, Gene Markens and Charles Boasberg, RKO salesmen, are doing a very good job in the clean-up drive which ends this month. . . . Harry Dixon tells us that the RKO office is running along smoothly since the merger eight weeks ago. . . . McPherson and Maxwell are doing a fine job in their respective booking positions and it looks as though RKO is headed for a good year. . . . E. A. Horn, manager RKO print department, was in Buffalo this past week. . . . United Theatre midnight preview of "Arrowsmith" delighted a select audience at Shea's Buffalo Theatre. . . . The screening was attended by a number of prominent physicians and professional men. . . . Manager J. Kaplan and his sales group were warmly congratulated. . . . Roger Mahon, non-theatrical department of Western Electric, was in town on special work covering churches and schools. . . . He renewed old acquaintances with George Ferguson and Tim Donohue, Columbia.

**Annual Report Indicates Strength of Independents****Buffalo Film Board Survey Indicates 147 Silent Houses Remain**

Of the 501 theatres served by Buffalo exchanges, but 62 are affiliated, while 439 are in the ranks of the independents.

Three hundred and fifty-four houses are wired, 73 with disc only, 93 with film only, 188 with disc and film.

One hundred and forty-seven theatres still run silent pictures, 29 silents are closed, and 188 sound houses are closed.

Of the 252,716 seats in the territory, 157,377 are in the ranks of the independent theatres.

**Another for Sardino**

Frank Sardino, one-time operator of the Syracuse, Brighton and Empire Theatres, there, who recently reopened the Roxie, East Syracuse, adds a second house when he takes over the Capitol from James Kernan.

Sardino will install his brother, Jack, as house manager.

Relinquishing the Capitol, 700-seat opposition to Jacob Karp's Cameo, is seen as Kernan's first move for retirement. Kernan at present also has the Liberty, Burnet, Park and Kernan Theatres.

**With Hollywood**

Harry E. Lutz, formerly division manager for United Artists, has opened the Buffalo exchange for Hollywood Pictures. Harry will be in charge of sales for western New York as well as the central and northern parts of the state.

All Harry's friends extend their best wishes for his success. Al Teschemacher is office manager and city salesman.

**Kaufman Back in Rochester**

Albert Kaufman, former manager of Binghamton Theatre, Binghamton, has been transferred by M. E. Comerford from his Bingo house to Rochester Capitol. Dave Cohen is Bingo manager of Comerford string and Fred Perry promotion manager.

**Inventor**

Roy J. Pomeroy spent the first three years of his ten years in the film industry performing "miracles" with trick photography. Prior to this, Pomeroy had already achieved a name as a technical advisor on photography and cameras. During the World War, he invented an aero camera which was used throughout the conflict.

**Dime Appears in Utica**

Lincoln, Utica, has gone and done it. The house announced the other day it had gone to "10 cents admission," Monday to Friday, from opening to closing, and Saturdays and Sundays up to 6 P. M. The price these two days after 6 P. M. is 15 cents. Children will be admitted at all times for a dime.

## Watching

**S Y R A C U S E**

Tri-C Celebrates and All Houses Help

With I. S.

WITH THE AFFABLE Conrad Nagel giving over his 10 P. M. retiring hour as a special favor, the Tri-C, fan movie club, marked its fifth birthday with a jamboree, February 3, Nagel as guest. . . . All major houses gave and gave both from stage and screen coffers, Loew's presenting Nagel and its complete stage program, headed by Billy House and a couple of dozen Chester Hale gals. . . . Keith's, with Bill Tubbert and Ken Sparnon both in the limelight, sent along Nan Halperin as ace entertainer, with Vic Oliver and the entire week's line-up. . . . Paramount contributed projection machines and lights for a specially edited film of Syracuse highlights, including the Tri-C's own pictures. . . . "Paul and Gus," rad'o feature of the Fox-Eckel (Manager Gus Lampe and Organist Paul Forster), warbled and the Warners' Strand, under the super-press agent hand of Leo Rosen, was also in the line-up. . . . Dr. Paul M. Paine, Syracuse librarian, and Walter P. McIntosh, vice-principal of North High School, contributed the cultural touch. . . . Nagel created stir in the sedate Christian Scientist Church by appearing for morning services unannounced. . . . Younger members forgot decorum so far as to mob the star in the entrance demanding autographs.

J. HAROLD SLATER, city editor of Hearst's "Journal-American," is passing the cigars. . . . Former Gov. Carl M. Milliken, of Maine, secretary of the Hays organization, here for the week-end, spoke at First Baptist Church on "What Price Democracy"; on Monday, with local clerics previewed "The Man Who Played God" at Warners' Strand.

**Utica Vaude War**

Announcement that the Stanley (Warner), Utica, would return to flesh immediately brought forth congratulations, a bigger show, a drop in price cut and a challenge from the Colonial, independent house, operated by The Mohawk Valley Theatres, Inc., Robert Wagner, resident manager.

Stanley's change in policy includes six vaudeville acts, a feature and an orchestra. Price schedules remained unchanged.

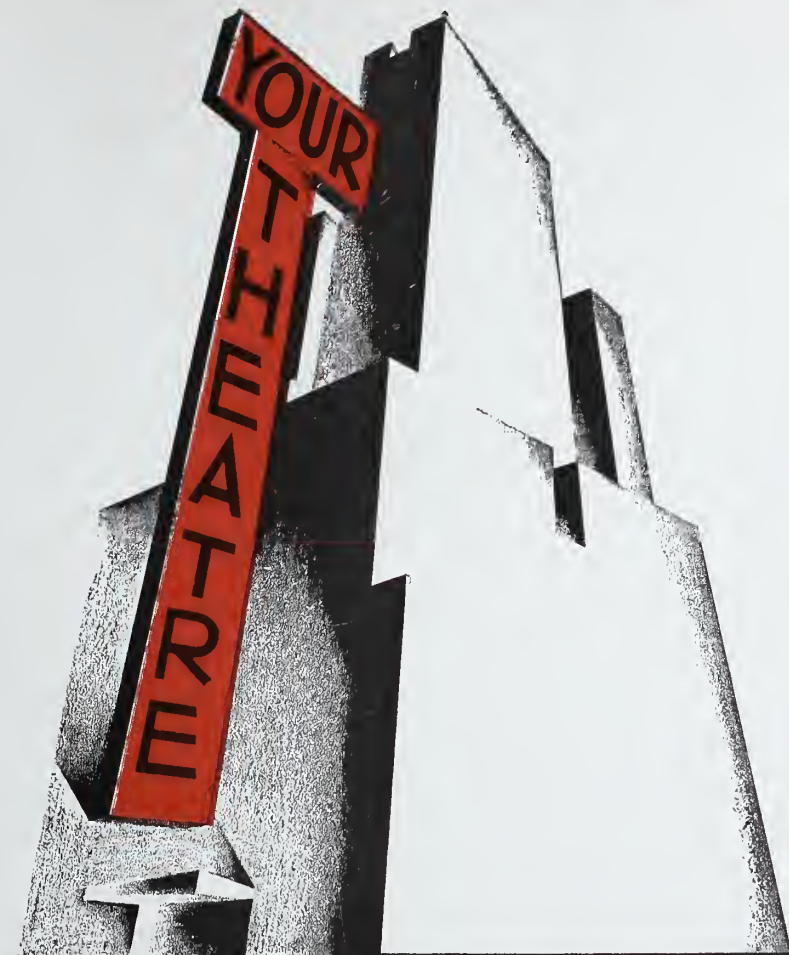
Colonial met the Stanley competition by adding another act to the five previously presented along with first-run pictures and dropping its prices to 10, 15 and 25 cents for matinees and 10, 25 and 35 cents for evening performances.

All the neighborhood houses in Utica made adjustments to their prices following the announcements by the Stanley and Colonial. Ten cents goes a long way in entertainment in Utica these days.

**John Alden Dies**

John O. Alden, 34, president, Utica Local 337, Motion Picture Projectionists, and operator at the Stanley, was killed, and William J. Kelly, another projectionist, was injured when an automobile, in which they were riding, skidded and left the highway east of Utica.





A MONTHLY FEATURE  
OF  
EMANUEL - GOODWIN PUBLICATIONS

## I Am Still An Exhibitor

By  
**Carl Laemmle**  
President  
Universal Pictures Corp.

THIS YEAR I will celebrate my 26th anniversary in the moving picture business. The editor of YOUR THEATRE asked me for some observations which would be particularly interesting to the readers of this department. Presumably the readers of YOUR THEATRE are exhibitors. It was as an exhibitor that I started in the moving picture business. I am still an exhibitor. When I re-entered the exhibition field it was not because I wanted to, but because I was forced into it. It seemed to me at the time that every producing company was going into the exhibition end of the business on such a tremendous scale that Universal Pictures would be left out in the cold without having a group of theatres to use for booking trades. This thing of great chains of producer-owned theatres was not a good

idea; it was not right in principle. I didn't think it ever would work out in practice, but at the time it seemed to be working, and without theatres of my own, it was working against me and not for me.



CARL LAEMMLE

NOTHING has been more gratifying to me during the last two years than to see theatres and theatre management reverting to bona fide exhibitors, whether in chains or singly. That is where they belong. To

**This year Carl Laemmle celebrates his 26th anniversary in the motion picture business. In this article, written expressly for YOUR THEATRE, he has a definite thought for all exhibitors.**

me, it simply proves again an old adage which I have never seen fail: "You can't serve two masters." There isn't any man in the moving picture business who is big enough to devote his attention equally to producing pictures and to exhibiting pictures, and to make a success of both. Each field has its own requirements and they are manifold and mighty. Each requires a certain type of ability. Certainly in times like this, each requires the full amount of energy of the person who would make a success at it.

WHEN I OPENED my first moving picture theatre, back in 1906, in Chicago, I devoted 18 hours a day, roughly, to making it a success. No other consideration weighed with me. I had a wife and a young family. I loved them dearly. But that White Front Theatre took nearly all of my time and thought. My family didn't suffer, and I

(Continued on "F")



# Motion Pictures in the Washington Bicentennial Celebration

By

**Honorable Sol Bloom**

**Congressman from New York City, and Associate Director of the United States George Washington Bicentennial Commission.**

WHEN CONGRESS provided in 1924 for the celebration this year of the two hundredth anniversary of the father of his country, it stipulated that the commemoration was for the purpose of giving the people and their posterity such an intimate knowledge of George Washington's character and career that they would be inspired to better citizenship and a deeper love of country.



TO REALIZE THIS IDEAL, the United States George Washington Bicentennial Commission perceived at once that its principal undertaking would be to conduct a nation-wide class in history, and to make this instruction so attractive that it would be, in fact, a great inspiration. We, who had studied George Washington's life, were convinced that as soon as the people were thoroughly acquainted with George Washington as he really was, they would be enthused to do him homage.

IN THIS, we were not mistaken. So widespread and so sincere has been the popular response to the opportunity to pay tribute to the greatest of all Americans that the celebration of the Bicentennial is certain to be a tremendous success.

BUT TO GET BACK to the means employed to arouse public interest in the celebration: we resolved to utilize every possible channel of publicity for the purpose of disseminating data about Washington and information about the celebration as we had planned it. We appealed to the newspapers, the magazines, the motion pictures and the radio for co-operation; and the results they already have given us have been highly gratifying.

IN PARTICULAR, the Eastman Teaching Films, Incorporated, a subsidiary of the Eastman Kodak Company, Rochester, New York, has responded in handsome fashion. This concern has made four one-reel George Washington films, with the following titles:

1. Conquering the Wilderness.
2. Uniting the Colonies.
3. Winning Independence.
4. Building the Nation.

EACH REEL will run for 15 minutes, so that audiences can view the complete picture in one hour. The films will be available in both 35-millimeter and 16-millimeter widths. All the prints are made on non-inflammable "safety" stock.

The price of the complete set on 35-millimeter film is \$300, or \$75 per reel,

f. o. b., Rochester, New York. The price of the 16-millimeter film is \$140 per set, or \$35 per reel, f. o. b., Rochester, New York.

The purpose in having two sizes is to make them available for use in the regular motion picture theatres and also in school-rooms and other small halls.

THE EASTMAN COMPANY, in announcing that it would produce these pictures, said:



SOL BLOOM

"The George Washington films are being produced in accordance with the same general plan that has made Eastman classroom films so valuable to the schools of 30 countries. They will give millions of Americans a living impression of Washington, and the conditions and spirit of his times.

"Prominent historians, among them recognized authorities on Washington's life, have aided in the preparation of the scenarios. Leading dramatists have assisted in the production. For the sake of authen-

ticity, a great number of the sequences have been filmed in localities where the original action took place. Among them are Fredericksburg, Va., and Philadelphia.

"BY SPECIAL AUTHORITY of the Bicentennial Commission, essential sequences have been made at Mount Vernon—the first time in history that this national shrine has been opened to the motion picture camera man. The accuracy of costumes, sites, settings and properties has been assured by extensive research conducted by the commission, the producers and other organizations.

"The part of Washington as the general and the president is strikingly portrayed by Ellsworth Woods, an experienced actor and a descendant of a Colonial officer. Miss Fanny Washington, a direct descendant of the Washington family, plays the part of Washington's mother. Other competent principals complete the main cast, which is augmented by units of the United States Army, Indians from the Pamunkey Reservation and Virginia backwoodsmen.

"Experienced directors have welded the wealth of material and the great cast into a compact whole—into a motion picture that will dramatically and realistically present the leading events in Washington's life. It will stress features which reveal the many phases of the character of this great American, and will introduce a number of incidents never before presented on the screen.

"The films will be intended especially for classroom instruction. It is an assured fact, however, that they will interest and hold the attention of adult as well as juvenile audiences. They will supply, in abundance, the type of information essential to an adequate understanding of Washington's life and times. Vivid, authentic, impartial, they will be an inspiration to young and old, and will give the American public a true appreciation of Washington, and of his services to his country.

"FROM THE FOREGOING it will readily be seen that these films will occupy a position of unique importance. Presenting for the first time a complete picture of Washington's life and character, they will be of vital interest to the whole country, not only in 1932 but every year thereafter. Their importance will grow with the years. They should be given a permanent place in every American city and town—a course facilitated by the fact that prints in both 35-millimeter and 16-millimeter widths will be sold outright.

"It is suggested that chambers of commerce, city governments, bicentennial committees, boards of education and patriotic societies co-operate in the purchase of the 35-millimeter reels, for general public meetings and for the special exercises conducted by various groups.

"In addition, it is recommended that boards of education purchase a sufficient number of the 16-millimeter films to meet the needs of their schools. These reels, with proper care, can be used in the classrooms for a number of years, and will form a

**In this, the month of presidents, tribute to the father of our country, is especially inspiring. The Bicentennial is America's great tribute to his place in history.**





Plotting the next movement of his troops. This scene from the Vitaphone picture, "Washington—The Man and the Capital," produced in co-operation with the Washington Bicentennial Celebration and sponsored by the Washington Chamber of Commerce, is a highlight of that film.

splendid nucleus for, or an outstanding addition to, any film library."

Pathe has also made at Mount Vernon a sound picture of about 300 or 400 feet, the subject being "Nellie Custis' Birthday Party." This is being widely exhibited at this time.

**THE COMMISSION** began its publicity through the newspapers. Having assembled a staff of experienced writers, we have been sending out a total of one million pieces of mail per month to a total of 13,000 newspapers, dailies and weeklies.

Every well-known magazine in the country either has published or will publish an article, or a series of articles, about the Bicentennial celebration.

While we have already made good use of the radio, this means of propaganda will be utilized more and more during the actual celebration.

Since our design was to impress the life and personality of George Washington upon the national consciousness in a permanent manner, we decided that, instead of confining the Bicentennial celebration to one date or one place, we would have

it nation-wide and continued through nine months, from the birthday, February 22, until next Thanksgiving Day.

**THAT IS TO SAY**, during the nine months period, every American city, town and village will set aside a number of

**The Bicentennial is to be observed literally all over the world, states Sol Bloom, Congressman from New York, who is especially active in the celebration.**

patriotic dates on which it will stage appropriate festivities and ceremonies. In this way George Washington's personality and achievements will become a part of the people's thinking and conversation. It will be distinctly the fashion to know about George Washington, and nobody will have

the faintest excuse for not knowing about him.

In the actual celebrations there will be such features as parades, band music, orations on the life of Washington, presentation of plays and pageants, each one dealing with some dramatic incident in the great man's career—in fact, every sort of festivity and ceremony by which a grateful people can express its reverent thankfulness and its delighted appreciation of the fact that their country has produced such a man as the hero of this Bicentennial.

While there is to be no great central exposition or entertainment to attract the public to one place, there will naturally be an impressive ceremony in the national capital to inaugurate the celebration period.

**ON FEBRUARY 22** President Hoover will broadcast an address on Washington. This will be followed on the air by the singing of the "Star-Spangled Banner" by a mammoth chorus, accompanied by the United States Marine Band, an organization which was in existence in Washington's day as a fife and drum corps on the battlefield. Americans, wherever they may be, at home

(Continued on "F")



# The Gentleman Was Right

## Five Years Ago He Said Chain Operation Could Hardly Be Successful

By

Stanley Joseloff

SIDNEY R. KENT IS SPEAKING:

"Chain operation will rise or fall according to the quality of the man power in the individual theatre. If an organization can handle a group of theatres as well as an individual operator handles one theatre, the operation of a great number of theatres will be successful. OTHERWISE IT WILL FAIL. IN MY OPINION, THE PENDULUM WILL SWING BACK TO A POINT WHERE IN THE BIG CITIES WE SHALL HAVE THE SHOW CASES, AND THE REST OF THE THEATRES WILL REVERT BACK TO INDIVIDUALS."

KEENLY PROPHEPIC, as Paramount's dynamic distribution chief, he made this statement almost five years ago in an address before the students of the Harvard Business School. He was one of many film executives who spoke in Cambridge in connection with the inauguration of a moving picture course, sponsored by erstwhile cinema potentate, Joseph P. Kennedy. Maybe it would not be exactly politic for Mr. Kent to speak his mind thusly today, but be that as it may, he predicted sagely and can now, if he wishes, indulge in a little "I told you so" with the printed word to back him up.\*

MR. KENT WAS RIGHT.

It requires no Philadelphia lawyer to prove the soundness of his assertion that

**"Chain operation," stated Sidney Kent, "will rise or fall according to the quality of the man power in the individual theatre. If an organization can handle a group of theatres as well as an individual operator handles one theatre, the operation of a great number of theatres will be successful."**

wholesale theatre operation was doomed. It is too obvious now to be gainsaid.

ALMOST DAILY NOW, reports circulate throughout the apprehensive film frontier telling how this group or that has been handed back to independent operators. The chains can no longer strut their gargantuan stuff. They are trying to unload as quickly and efficiently as possible. The smaller cities and towns have got them guessing and it seems that the problem is all too complex.

"THE PENDULUM WILL SWING BACK," SPAKE THE ORACLE.

Why?

Mr. Kent answers: "I think the pendulum in time will swing back, because A NATION-WIDE EXHIBITING ORGANIZATION WILL SUCCEED ONLY IN PROPORTION TO ITS INDIVIDUAL MAN POWER PER THEATRE. SELLING MOTION PICTURES TO A COMMUNITY IS NOT LIKE SELLING SHOES."

ECONOMISTS AND EFFICIENCY MEN scratch their heads. They are seeing red. Why should such a resourceful industry as that of moving pictures fall down on a job that has been handled so well by entrepreneurs in the smuggler mercantile lines, such as groceries, dry goods and the like?

Why?

Because moving pictures are not sold by the pound or by the yard. A size seven shoe will fit a man with a size seven foot equally well, be he in Augusta or Spokane. If he doesn't buy today, it will keep. He can buy tomorrow. For every size of foot there is an according size of shoe and there are many styles of each to suit motley tastes.

BUT MOVIES are not made to order that way. Extremely perishable, one size, one style, must fit all types. If a customer does not buy today, tomorrow will be too late. And, added to all that, the purchaser buys an unknown quantity. He can sample his shoes or yard goods or apples, before the sale is made. He sees the whole thing before him and then makes up his mind. But not so with the cinema.

THE CONSUMER BUYS, if at all, on the say-so of selling arguments. He has no yardstick by which he can gauge the merit of the product. Shoes—to revert to a bromidic analogy—are catalogued in various ways for purposes of identification. The quality of leather, of craftsmanship—always reasonably certain—are indicative. Price generally is conclusive. But the ingredients of a photoplay are at best fortuitous. The price of admission to the particular theatre is uniform. It tells nothing. The value of several tons of lead is less than a corresponding number of ounces of gold. Quantity is equally unrevealing.

THE BURDEN thus falls to the man at the point of sale. He must be on hand to sell competently and efficiently, his in-the-bag commodity. The average manager in the smaller cities and town has been largely unqualified to do a good job. The fault has perhaps been as much his employer's as his own.

\*Mr. Kent's address appears in *The Story of the Films*, published in 1927 by the A. W. Shaw Company. In the volume are collected *in toto* lectures by fourteen moving picture leaders who participated in the inauguration of the course.

**"In my opinion," spoke Sidney Kent, in 1927, "the pendulum will swing back to a point where in the big cities we shall have the show cases, and the rest of the theatres will revert back to individuals."**

More or less of a puppet, puffed with pep talks, rewarded with fancy-sounding titles, deluded with false notions of loyalty for God, for country and for company, harangued with the pokes of fault-finding junior executives, the mortal who set out enthusiastically to give his heart and soul to his Hyperion or Tivoli or Bijou soon got to the point where he asked himself: "What the hell?"

FOR THE MOST PART, thoroughly ignorant of local conditions, utterly devoid of any inner stimulus to work because of the realization that there was not much in it for him, unable to dictate in any way as to the policies of his theatre, the glorified key-carrier found himself at an impasse. The manager's lot was not a happy one.

THE HOME OFFICES overlooked the human element in his make-up and he, in turn, overlooked the human element in selling his pictures. In each case it is indisputable.

Press sheets proved to be no panaceas. Superlatives devised at headquarters turned out to be no open sesame for rural box-office doors. The fanciest catchlines could not be used interchangeably in Scranton and Newport. Local imaginations had to be stimulated. To do that well, the manager had to know them, to know where they live and where and when they want to laugh and to cry. That is where the local independent, a fellow townsman of his patrons, among them for a large part of his life, can sell. The outsider is groping in the dark.

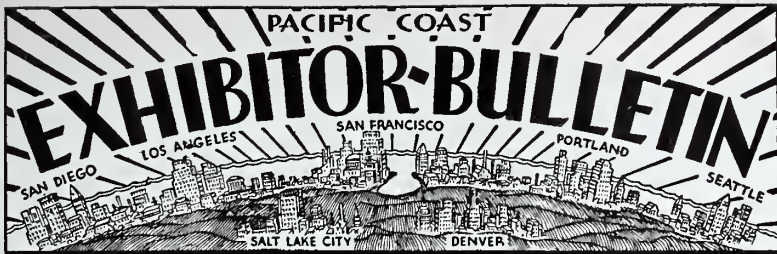
Wholesale standardization might have fitted well many mercantile, in-the-slot commodities, but it was all too inadequate to serve the colossal task of entertaining a nation.

THEATRE CHAINS became obsessed with uniformity and system and forgot what they were selling. Ushers were instructed to conduct themselves after a rigid pattern; janitors learned from manual how to wield a broom; ticket sellers were shown how to smile the same way from Maine to California. It was all a huge commercial enterprise devoid of sentiment.

(Continued on "F")

**"Selling motion pictures to a community," said Sidney Kent, five years ago, "is not like selling shoes."**





DEVOTED TO THE INTERESTS OF THE MOTION PICTURE AND THEATRE INDUSTRIES OF CALIFORNIA AND PACIFIC COAST STATES

## BUILDING PATRONAGE

**N**ATIONAL SCREEN SERVICE sent to our desk last week an attractive brochure or manual titled "Building Patronage" It treats most intelligently on that problem exclusively in terms of screen exploitation.

This book brings to our mind a conversation we had not so long ago with a prominent exhibitor. We put the question to him "of what he considered the most valuable and convincing method of public appeal in selling his entertainment." Unhesitatingly he replied, "My screen" In the same breath he was complaining of depressed times and depreciated theatre attendance.

Soon thereafter we had occasion one evening to step in his theatre. It was just at the moment his announcement of forthcoming attractions was flashed on the screen. In face of what he had so shortly before told us of his belief in screen advertising, we were rather surprised to note the brevity and time-worn character given to attraction announcement. We regret to state that it savored of the very cheapest trailer service possible to buy.

Here was a man who frankly stated that what he had in his own house, free to use to the limit, was what he considered the BEST medium of putting over a sales talk to his patrons. And how lamentably he failed to do it.

The Friday, Saturday and Sunday attractions were announced. Two holidays followed the next week. Not a word or reference to the holiday period was put over. No special appeal to the multitude who were to enjoy a four-day vacation. Not a pertinent word of the time. No invitation to spend the evening in his theatre after an auto trip to the country. No special inducement to get some of the money that horde of vacationists had to spend.

Nothing out of the rut. Just the cold name picture and star name announcement, and then a short picture scene trailer and on with the next show. The apparent lost opportunity was all but pathetic. Even we, with our rather accepted indifference on those scores since getting out of theatre management, breathed a sigh of mental distress.

This condition reminded us of Charlie Ringling's reply to a question once put to him at an advertisers' convention. We've told this once previously, but its apropos and will bear repeating.

Mr. Ringling was invited to address a convention of commercial advertising managers. During the course of his remarks he was asked by a merchant advertiser, who said, "Mr. Ringling, we use practically the same type of publicity you show folks do—newspapers, billboards, special letters, etc., etc. Now, in times of depression, industrial panics, and money shortage what character of your advertising do you dispense with?" Ringling, with a twinkle in his eye, replied, "Well, we go gunning for the man who can give us the most convincing type of NEW and novel advertising, add a couple more bands and callopes to the parade, and a clown at the end of it for the people to follow to the show grounds, and go on our merry way."

Showmanship is no different today than it was then, and that was nearly thirty years ago, soon after the birth of motion pictures.

If there was ever a time when showmanship was needed as a dominant factor in this business it's right NOW! Every motion picture has a definite and different angle of public appeal. The secret is to discover that and then shout it in vision to the eager throng in your theatre, who MUST and WILL read it.

This National Screen Service manual that we've mentioned is an encyclopedia for the theatre manager who does not want to devote his time to digging up original and individual ideas to use on his own screen for his own business. If you haven't received a copy, write to National Screen Service, 126 West 46th Street, New York, or 1922 So. Vermont Avenue, Los Angeles. I'm sure they will send you one.

Take my tip, it's worth the trouble, and it will help you improve your advertising batting average. THOMAS D. VAN OSTEN.

**SELL FROM THE SCREEN**

Feb10'32 pg. E  
Page 15

# NATIONAL SCREEN SERVICE

NEW YORK • DALLAS • CHICAGO • LOS ANGELES

"A SERVICE TO FIT EVERY THEATRE'S POCKETBOOK"



## I AM STILL AN EXHIBITOR

(Continued from "A")

am glad to say that my theatre was a success. That is a treatment which I can conscientiously recommend to any theatre owner, whether he is at the present time making a big success, a mediocre success or a failure. Eighteen hours a day of undivided attention on the part of any man who is adapted to this business will produce results.

THAT WAS ONE THING I found out—one very important thing, too, but there was another. I found that the greatest thing in the world for a moving picture theatre was a constant change of scene. Of course, in those days I changed my picture every day, but I tried to make the appearance of the theatre front as different for each show as I possibly could. I didn't want any patron to go by that theatre and say, "Oh, I've seen that show." I wanted every display to stop 'em dead and make them go in. As a matter of fact, that is the whole art of moving picture exhibition. But there is much more to it than that. I had outlined many plans for my theatres, when circumstances so shaped themselves that I left the exhibition field for the production field. I never forgot the plans, however. If they seem to be pertinent after all these years—here they are.

IT ALWAYS SEEMED TO ME that every theatre should be a thoroughly personal thing with the manager. It always seemed to me that the man in charge of it should make himself as much a figure of the life of the town or city as possible. He should become acquainted with as many people as possible. Patrons like to have the manager greet them by name when they come in. You can't know every person who comes to your theatre, but it is surprising how many you can know and how far even the remotest recognition will go in producing regular and steady patronage.

THEN, TOO, if you are like me, you will want to utilize this acquaintance to find out exactly what your patrons thought of the show and what kind of pictures your patrons are anxious to see and will pay money for.

ONE OF THE MOST IMPORTANT factors in whatever success I have enjoyed either as an exhibitor, a distributor or a producer, has been founded on what someone has called the "enquiring mind" habit.

**Gratifying, indeed, has been the trend toward more and more independent theatre operation, says Carl Laemmle. According to this brilliant executive, it proves the old adage that one can't serve two masters, production and exhibition, and make a success of both.**

Early in life I found its value. As the years crowd on, I have been more and more convinced of it. No one man, no one woman, no one child, knows what your audience would like to see. If you ask enough individual members of the audience what they like and what they don't like, you certainly should be able to arrive at a logical method of foretelling in advance what your box-office statement is going to look like, provided you know your pictures yourself. Then, too, there may be something the matter with your theatre which you could find out by a little careful and unobtrusive questioning.

POSSIBLY YOUR LOBBY isn't as inviting as it should be. Maybe there is something cold and unfriendly about its general atmosphere or the attitude of your employees toward patrons. In all probability the patrons wouldn't tell you unless you asked them. So that is the way to find out. A thousand and one things of importance in their totality can be put to profitable use by an exhibitor who has the enquiring mind habit.

HERE IS ANOTHER THING which I feel is of real importance to an exhibitor. His programs should be better balanced than they are at the present time. I mean by that, it isn't sufficient to have a feature and a newsreel. Most exhibitors seem to feel that all the balance they need is a newsreel. They need more. You are selling entertainment—a two-hours' entertainment. My idea of the kind of entertainment for which we should strive as moving picture exhibitors is the old-time vaudeville or variety show. These shows were put together by men who carefully estimated the various elements of drama, comedy, nonsense, music, spectacle and sensation which would complete a cycle of entertainment and send an audience away satisfied that it had been splendidly entertained and had received its money's worth.

I NOTICE a very decided lack of variety and no effort whatsoever to produce it in moving picture shows today. There is a tremendous amount of short product produced—probably too much. Out of this super-abundance certainly an exhibitor who had the proper idea of variety and balancing his show should be able to select features which would produce a perfect balance of entertainment. They don't do it. Most of the time the selection of the short features is left to someone else or achieved in such hit-or-miss fashion that it defeats the entire object. An exhibitor buys so many comedies, so many sport reels, so many newsreels, so many travelogues or whatever a salesman suggests to him, and he puts these on without any relation whatsoever to the feature that he is showing or the people to whom he is catering. In the old days, we used to look at a show before the audience did, or at least we would look at the first show, and if it didn't produce the proper, well-rounded effect, we would change it around, add to it or take away from it in such a way as to produce the best results.

ANOTHER THING which is often carried to extremes is the advertisement of the next week, the next two weeks, and even sometimes the next month's show. Well, I believe thoroughly in advertising and, while the screen is certainly the most effective place to advertise, I certainly don't believe in nauseating an audience by taking up 15 minutes of time which they paid for to advertise something, when I could get that

**Every theatre should be a thoroughly personal thing with the manager, states Laemmle. The man in charge should make himself a figure of the life of the town or city immediately.**

advertising message over to them in a much more concise and compelling way than to bore them to death with it.

AFTER READING THIS, you may get the idea that it is quite a job to run a moving picture theatre. It is. It is worthy of any man's talent. It is worthy of his time, thought and energy. Running a theatre is still an 18-hour job, if you want to make a success of it.

## THE GENTLEMAN WAS RIGHT

(Continued from "D")

But theatres sell sentiment. That is where they slipped up. The major premise was wrong.

The job has proved too great for the large operators. They have found the task overwhelming. The American provinces refused to fit into the huge scheme of things. They were too far remote to be whipped successfully into shape. Even increased facilities and improved buying conditions could not surmount the difficulty that existed.

THE MANAGER of a theatre must number among his numerous requisites a keen psychological insight. He must feel the pulse of his public and diagnose its likes and dislikes. Chains could not ship out man power from headquarters.

THE PENDULUM has already swung back. Theatres in the larger cities have at their disposal more affluent resources. They merit the best attention and the most competent supervision. Those in the smaller towns are in no position to avail themselves of it.

Mohamet has withdrawn from the mountains. The provinces are back in the hands of provincials.

MR. KENT WAS RIGHT.

## WASHINGTON

(Continued from "C")

or abroad, are expected to get this music through their loud speakers, and to join in the singing.

Practically every city, town and community in the United States has either completed or begun its planning of the celebration.

THE BICENTENNIAL is to be observed literally all over the world. Foreign diplomats situated in the national capital have informed us that their governments will take part in the celebration. Moreover, Americans resident in foreign countries and cities have set up their local Bicentennial Commissions and will have programs of their own.



## Photophone Introduces a New Portable

ANNOUNCED as the culmination of four years of intensive development and heralded as the most advanced step in the field of sound reproduction since the motion picture screen became articulate, RCA Photophone, Inc., and the RCA-Victor Company introduce a new all-AC operated 16 mm. sound-on-film motion picture projector.

MANUFACTURED by the RCA-Victor Company at its plant in Camden, N. J., and referred to as the RCA Photophone Junior portable to distinguish it from the 35 mm. Senior portable, which has been on the market for more than a year, the new machine gives rather an amazing performance when its own dimensions and the dimensions of the slender thread of film used are taken into consideration.

WITH THE PROJECTOR placed about 30 feet distant from the screen and the loud speaker behind the screen, a picture about 4 feet by 6 feet in dimensions and sound of excellent quality is reproduced with remarkable fidelity. Industrial leaders, educators, ministers and others who previously had been privileged to witness the demonstration of the new apparatus, are said to be enthusiastic over its possibilities in their respective fields of endeavor.

THE RCA PHOTOPHONE JUNIOR PORTABLE equipment consists of a projector-amplifier unit and a small loud-speaker unit. The entire equipment is operated from any 110 volt, 50 or 60 cycle AC lighting circuit.

THE PROJECTOR-AMPLIFIER UNIT is 14½ inches long, 13¼ inches high, 8¼ inches wide and weighs 43 pounds. The equipment is not removed from its case during operation, the interior mechanism being readily accessible for such adjust-

ments of the projector, replacement of radiotrons, lamps and photocells as may be required. During the actual presentation of sound pictures, the case is closed to reduce to a minimum extraneous noise caused by the operation of the projector mechanism. The projector is equipped with an optical system which projects pictures varying in size from 22 inches wide to 16 inches high at a distance of from 10 feet; to 67 inches wide by 50 inches high at a distance of 30 feet. The picture size recommended for good illumination is 52 inches wide by 39 inches high. This size is obtained at a projection distance of 23 feet.

THE EXCITER LAMP is a 4-volt, .75-ampere Mazda lamp and the radiotrons used in the amplifier are one UX-868 photocell, one UY-224, one UY-227, three UX-345s and one UX-280. All power for the

operation of the loudspeaker is obtained from the projection-amplifier unit.

THE LOUD SPEAKER is mounted in an individual carrying case which is 19 inches long, 16 inches high, 9½ inches wide and weighing 21 pounds exclusive of film cases, film reels and film. Space is provided in the case for the storage of eight film cans for 400-foot film reels. This loud speaker is of the flat baffle type with the dynamic speaker unit mounted behind the screened opening in the front of its carrying case. A sufficient volume of sound is available to meet the requirements of rooms having a cubic content up to 10,000 feet. The 16 mm. film employed for the reproduction of sound pictures by the Junior portable contains sprocket holes on one side only instead of both sides as are required by the 35 mm. film. When threaded into the projector, the sprocket holes are on the

## THERE *Is No* SUBSTITUTE For QUALITY *and* SERVICE

IN these days of economy buying, not enough thought is given to the fact that a certain kind of quality and service can never be measured by price. Exhibitors who desire perfection are always willing to pay.

*... and Furthermore* ~

Stanley Frame has pledged itself to a 1932 policy of sane, sensible prices, backed by the assurance to exhibitors that its high standards of quality and service will never vary.

### STANLEY FRAME COMPANY

630 Ninth Avenue  
New York City

FILM CENTRE BUILDING



**NOVELTY  
SCENIC  
STUDIOS**

**BUILT ON MERIT**

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...DRAPERIES...SCENERY...  
...ACOUSTIC TREATMENT...  
— RIGGING —

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NEW YORK CITY

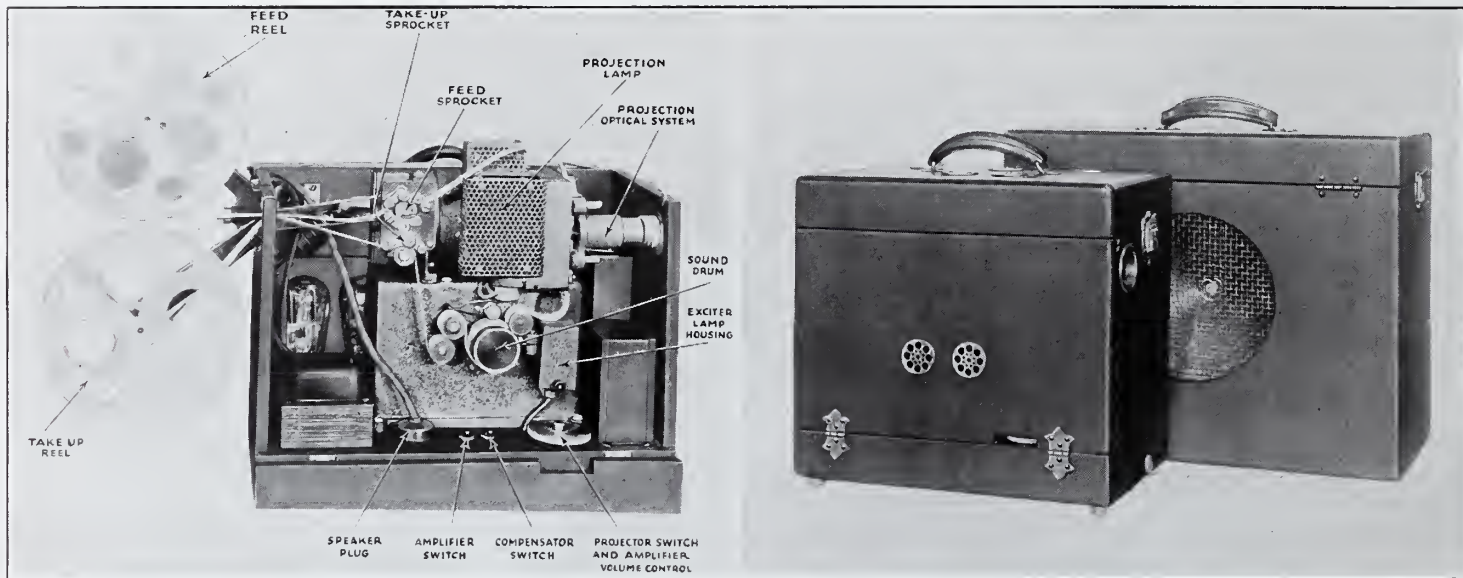


right side of the film. The sound track, barely discernible to normal sight, is at the left.

"WE BELIEVE our engineers have produced a sound-on-film motion picture projector that will be heartily welcomed in the educational, industrial and religious field," says the vice-president and general sales manager, E. O. Heyl. "Already several large manufacturers of internationally advertised products and a number of educators and others who have been privileged to inspect and witness demonstrations of the new equipment have manifested

unusual interest in it and its possibilities. Leaders in these fields of endeavor, recognizing the value of the sound motion picture for the dissemination of information, have long awaited the introduction of a portable device of proportions comparable to the RCA Photophone Junior portable and for that reason we announce this development of our engineering organization with considerable pride. The combined weight of both the projector-amplifier unit and the loud-speaker unit makes the apparatus easily transportable. The mechanism of both units being easily accessible, each can be made ready for operation soon.

"AS HAS BEEN our policy in connection with the distribution of the RCA Photophone 35 mm. Senior portable, the Junior portable will be marketed through dealer distribution. The reduction of existing 35 mm. subjects to 16 mm. prints, along with the recording of sound upon 16 mm. negative will make available a tremendous library. Millions of feet of 35 mm. silent pictures will be reduced to 16 mm. subjects within the next few years. Among these are thousands of subjects of particular usefulness to schools, colleges, clubs and churches."



The New RCA Portable Equipment

## Personality ~

Newspaper, magazine or trade journal, the intelligence, ability and purchasing powers of its readers are reflected in its editorial and mechanical requirements. The "Home Town" Trade Journals of the smart, able, Eastern Showmen who represent the majority of your revenue—

**Emanuel-Goodwin Publications**

*Architects and Exhibitors building or improving Theatres will find the New Vaigh Book "Lighting Fixtures for Theatres"*

*of valuable assistance in selecting*

*Lighting Fixtures*

*Illuminated Gills*

*Drinking Fountains*

*Exit and Direction Signs, etc.*

*Copy on request.*

*Vaigh Company*

*12<sup>th</sup> Montgenery Philadelphia*



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## O, Clarence!

Little Theatre, Rochester, which has not been doing too well, bids fair to put itself on the map with wave of criticism in connection with Clarence Darrow's "Mystery of Life" film. Previously, high-class second runs and foreign makes sponsored by numerous organizations, failed to gain much public attention. But, when Federation of Churches and other organizations on the theatre's sponsoring list roundly condemned the film, the public decided it must be worth seeing. Business picked up at once.

## Joe Feldman's Pigeons Become Serious Nuisance

Joe Feldman, publicity man for Warners' Albany district, tried out a new one in connection with the showing of "Union Depot," at the Strand.

Joe induced a friend of his to dress in women's clothes—an elderly, portly woman—and appear in the union station with a cage containing six pigeons. He was to tell the station employes that he was to deliver the pigeons to a man getting off a train from Syracuse. This man, when he arrived, was to provide the publicity for "Union Depot."

The trick bottom of the cage came loose and the pigeons flew out ahead of time. They fluttered all over the station and a crowd gathered. Someone telephoned the Albany police that there was a riot in the station. Patrolmen responded with night sticks.

They took the "old woman" to the office of an official of the New York Central Railroad for examination, but "she" refused to say anything than that she was planning to deliver the pigeons to a man on a train from Syracuse. Finally the sex of the "woman" was discovered when he let his voice go natural, and he was arrested on a vagrancy charge. The police held him in \$500 bail, which was provided by Charles Smakwitz, assistant zone manager in Albany.

Joe also planted a story for "Dr. Jekyll and Mr. Hyde," showing the effect of seeing that picture on a young newspaper girl. She viewed it in the Warner projection room with a machine attached to her body and registering her heart reactions to its thrills.

## Hav Nash—Dat Debbil

Hav Nash, publicity man RKO Palace, Rochester, slipped an old one over on the staid "Democrat and Chronicle." Arranged a charity benefit request show over Station WHAM, with oke of city officials. He got the newspaper to sponsor the idea with columns of copy and pictures, all featuring Benny Meroff's band and the RKO Palace. Each request cost the requester \$1. Result was \$2,000 worth of free advertising for the theatre and less than \$100 for sweet charity, but Nash should worry—unless the newspaper should wake up.

## "Hatchet Man" Gets Big Broadway Exploitation

Mort Blumenstock, advertising manager for Warner Brothers' Broadway theatres, didn't overlook anything in exploiting "The Hatchet Man."

He promoted several thousand dollars' worth of genuine Oriental art objects from a Chinese dealer in antiques. These art objects were placed in the lobby of the Winter Garden. In addition, Mort secured for the theatre six incense burners and about a ton of incense. The burners, which will be in operation about 15 hours a day for the entire stay of "The Hatchet Man," have been placed in front of the theatre. In addition to securing the foregoing gratis, Blumenstock had a 40-foot dragon made up, to go with the huge electric sign that extends over the entire front of the Winter Garden. He had a steam pipe connected to the mouth of the dragon giving the effect of the dragon's breathing steam. He also had blinking lights placed in the eyes of the dragon. Besides these examples of showmanship at the theatre, 40,000 small leaflets were distributed on Broadway. These leaflets, with a red outside cover, carried a message in Chinese on the outside. The message was a translation of the English reading matter on the inside which called attention to "The Hatchet Man."

Manager Dave Rogers, New State, Newburgh, is handing out linen sets to ladies regular in their attendance at matinees.

## Vitaphone Backgammon

A most profitable theatre tie-up has been arranged by Mort Blumenstock, advertising manager, Warner Bros. metropolitan theatres. After viewing Vitaphone's short subject, "Sport Slants," No. 5, with Ted Husing, which shows the game of Backgammon explained by Walter L. Richards, author of the book, "Complete Backgammon." Blumenstock got in touch with the publishers of Richards' book. With them he worked out arrangements to go into effect with the showing of "Sport Slants," at the Strand.

The publishers got up a special edition of 15,000 copies of "Complete Backgammon" for New York book dealers. On the jacket of these books is printed the announcement of Richards' appearance in "Sport Slants" at the Strand. In addition, the publishers got up a de luxe window card, carrying a picture of Richards and copy regarding his movie and book. This card is distributed to all book dealers in the metropolitan area, and in addition is displayed in the cloak rooms of the twenty odd swanky clubs to which Richards belongs, among which is the Tennis and Racquet Club.

## Boosting Campaign

"Boost Highland Falls" campaign had its climax in the City Theatre, where prizes donated by more than twenty-five merchants of Highland Falls and Fort Montgomery were awarded, as a result of the issuance of 50,000 coupons.

Strand Theatre, Newburgh, Harry Friedman, manager, held an amateur contest on the stage for kiddies at a Saturday matinee.

## "Rubber Checks"

Rubber checks, which figure so much in the general scheme of things of "high pressure" promoters such as is played in "High Pressure," were made part of the exploitation campaign when it came to the New York Strand.

Strand had printed, on sheets of rubber, the facsimile of a check made out on the "Youkant Trustus Co." It is signed "The High Pressure Rubber Co.," and has the signature of Gar Evans, as president. Powell plays the role of Evans. The left end of the rubber check carries the imprint: "William Powell, as the Man Who Bounced to Fame on a Rubber Check in HIGH PRESSURE at the STRAND THEATRE."

Correct replies to "hidden" questions in the "Peekskill Star's" classified columns win tickets to the Peekskill Theatre.

## Family Night Over

Success of week-end "Family Night" program at the Monroe, Rochester, led the Riviera, largest neighbor, to follow suit. Program, which included "Sooky" and "Heaven on Earth," was given the approval of the Rochester Better Films Council. The idea was given special publicity, and let many parents who don't usually take their children, to take them along for a family party.

## Kid Shows

League of Women Voters is sponsoring a series of Saturday morning movies for children, in the Broadway Theatre (Publix), Newburgh, with story-telling an added feature.

## Watch Your Lotteries

Judge J. D. Wilson in Orange County Court has appointed Morris Hoyt, Newburgh, as guardian of his son, Herbert, 13, preliminary to institution of a suit against the Publix Theatres Corporation and Harold Gabilove, as manager of the Broadway Theatre, to obtain an automobile valued at \$583.

During Merchants' Prosperity Week in the Broadway, this car was the chief prize. It is contended by the Hoyts that Herbert Hoyt was announced from the stage as the winner of the automobile, but because of his failure to produce the second half of the coupon, as required under the terms of the contest, he was refused the machine. Plaintiff contends that identification of the lad as the person named on the coupon was sufficient to compel the award.



Watching

CROSSTOWN

U-A Broadcasts and Loew Drops the Greeley Square

U-A ANNOUNCES that it is sponsoring a bi-weekly broadcast, beginning February 16. . . . Columbia chain of 68 stations. . . . Band and mistress of ceremonies will be featured. . . . Leon J. Bamberger has joined the Radio home office staff. . . . He has been a publicity man in various phases. . . . Columbia De Luxe revues have entered the field. . . . With Lewis Grosner general manager. . . . The unit will produce presentations for the de luxe houses at a standard scale. . . . Allen K. Foster girls, etc., etc. . . . The organization is financed by wealthy showmen.

LOEW has dropped the Greeley Square, the lease expiring. . . . Greeley Square Amusement Corporation has taken it. . . . Estill Amusement and Realty Corporation is building a new theatre in Highland Falls. . . . 79th Street Theatre is in new hands. . . . D. and S. Corporation has taken the Paragon Theatre, Brooklyn.

JAMES C. BOLGER is head of the Paramount Publix realty department. . . . The Roxy showed a \$163,571 loss. . . . Mickey Mouse is shortly going U-A. . . . The RCA ad department stays in the city, with Gerry Rudolph in charge. . . . Marriage of Gabriel Hess to Linda Watkins was a surprise. . . . Irwin Lesser, who jumped into the Paramount Brooklyn sales department after a spell as booker, has resigned. . . . It's Mr.

and Mrs. James (RKO Pathe) Montana now. . . . Who told the authorities about liquor at the M. P. Club? . . . Milt Kusell, Paramount, New York, had a nice time on that ocean trip. . . .

"TRAPPED IN A SUBMARINE," B. I. P. proudly points out, got a day and date engagement at three Warner metropolitan houses. . . . It's a reproduction of the sinking of a British submarine and timely. . . . George Bilson, the Warner ad man, has been on the road. . . . Loew has booked Warners' "Union Depot" for ace metropolitan spots. . . . "The Man Who Played God" gets a two-a-day billing at the local Warner, beginning February 10. . . . And "Hell's House" premiered at the Strand.

AMONG THE VACATIONITES are Bob Wolff, head of RKO-Radio, here, to Havana. . . . Return of Harry Buxbaum from the same place. . . . George Falkner is selling for Talking Pictures in New Jersey. . . . The San Jose Theatre is giving a three-hour show in Spanish. . . . Fernando Luis operates.

WILLIAM MANCUSO is in charge of the sales department for New York and New Jersey in connection with Marconi's distribution of "Little Mother." . . . The Skouras managers are in on a percentage arrangement. . . . As predicted in this department Al Selig has turned exhibitor, with a house in Jersey.

Bonds For "Pressure"

Exploitation department of Warner Brothers' New York Strand got out a circular made up in the form of a bond for "High Pressure."

Olympic Athletes Guests

Three hundred and thirty-seven athletes, representing teams from 17 nations entered in the Third Olympic Winter Games at Lake Placid, were guests of Manager E. G. Dodds, Palace Theatre, February 3.

Manager Dodds finds newsreels showing athletes practicing for the Olympic contests and about Lake Placid are a strong drawing card. Quick changes of feature pictures has been drawing in the town's visitors as well as extra features.

Books From Fred

Novel idea Promotion Manager Fred Perry, Binghamton, tried to boost "Emma" and "Hell Divers," was to broadcast about 5,000 book markers through public library and branches in ward schools, carrying ballyhoo for both pictures.

Placid Benefits

A prize of a gold wrist watch offered to the boy or girl selling most tickets to a benefit show for the Altar and Rosary Society of St. Bernhard's Church, Saranac Lake, filled the house at the Fox Pontiac Theatre, February 3.

Sponsors of a benefit show for the Third Olympic Winter Games at Lake Placid bought out the house from Manager A. B. Anderson, Fox Pontiac, January 27.

Essays With "Emma"

Promotion Manager Fred Perry in a tie-up with Binghamton merchants conducted essay contest prior to showing of "Emma" at Capitol Theatre. Idea went over big, with thousands of children and grown-ups submitting essays on articles advertised in papers and on theatre screens.

And Columbia Proved to Be a Merry, Merry Host in the Buffalo Territory



See if you can recognize the Buffalo territory exhibitors who attended the recent Prosperity Party there.



**Plug**

"Ladies of the Big House" was linked by fate with two unusual happenings in northern New Jersey recently.

The jury hearing the case of the State against Mrs. Olga Ziegler, of Park Ridge, for the murder of her husband was discharged, and the case declared a mistrial by the presiding judge, when the jurors were taken by a deputy sheriff to see the film, which dealt with an innocent woman who was framed by the police and sentenced to be executed for a murder.

In the Lincoln Theatre, Union City, noise of gunfire in a jailbreak in the same film caused moviegoers in the rear seats to disregard a scuffle in the lobby in which two gunmen assaulted a special policeman, forced him to open the wall safe, took the day's box-office receipts, \$529, and escaped. Those who heard the scuffle thought it was part of the shooting and other excitement depicted in the film drama.

*Watching*

**R O C H E S T E R**  
Business Is Off and the Patrons Are Shopping

*With Each*

J. H. (MICKEY) FINN, former manager of the Temple Theatre, packed his bags for his 15th annual Southern trip and recalled he showed the first motion picture in Rochester. . . . Capitol Theatre goes double features, postponing vaude plans indefinitely. . . . Manager Alexander Dunbar Monroe ookes family night idea. . . . Hotelmen organize new convention bureau and ask theatre operators and other business men to contribute. . . . Manager Dave Nolan, Loew's Rochester, arranged to have Conrad Nagel visit the Eastman Kodak plant as the unofficial representative of Hollywood. . . . Manager Jay Golden is now putting emphasis on the vaudeville part of the bill and letting the film ride.

NEW RKO POLICY of sending some names around also is helping the stage end of the bill. . . . Cut in balcony prices at the Century failed to help the box-office much. . . . Capitol, Regent and Century all took it on the chin in January. . . . Palace and Rochester did better. . . . Patrons are still picking their shows very carefully. . . . Lyceum Theatre has done well on its last three road shows. . . . Auditorium stock is still struggling along backed by the Masons. . . . Local navy fliers saluted "Hell Divers" with air show and gave the film at the Rochester a sendoff.

**Amateurs Hit Bingo**

Binghamton theatre managers have plenty of grief these months, they say, because of the many benefit performances, church recitals and what have you being presented during the colder months.

**F-D Has "Lure"**

First Division has rights to "Lure of the Ring" in the up-state territory. Picture, 30-minute collection of big moments from big fights, is packed with thrills, and has plenty

of punch. World-Art is distributing in the local territory.

Comeback of Dempsey makes this timely material. In pre-release the added attraction was responsible for good grosses.

**Zukor May Seek to Help Rochester Situation**

Further efforts of Publix to turn back the Eastman Theatre to the University of Rochester or to get more favorable rental terms met an impasse when disability of George Eastman forced him to refuse a conference with Adolph Zukor.

While officially Publix does business with university authorities, Zukor believes he could do better if he could get Eastman's ear and that Eastman's word would be law to the university because of many millions in gifts and prospects of more.

Business men would like to have the Eastman open, but apparently they are unable to help enough for Publix to reopen. The theatre has now been closed for nine months despite rental of something like \$12,000 a month. It cost Publix more to keep it open, besides drawing away from its other two houses, the Regent and Century.

Best chance to get out was a co-operative scheme with RKO and Loew's, which would have meant turning back the Eastman to the university and shutting both the Regent and Century, but this fell through.

**SALESMAN!**

**LARGE EASTERN ORGANIZATION HAS OPENINGS FOR A SALESMAN IN MANHATTAN, JERSEY, BROOKLYN, BUFFALO, ALBANY DIRECT FACTORY REPRESENTATION GREATEST VALUE IN THEATRE PREMIUMS**

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One of our men earned \$3200 commission on 9 weeks' work!

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*The Mayflower*



**WASHINGTON'S FINEST HOTEL**

Headquarters for the Annual Convention of the Motion Picture Theatre Owners of America  
March 14-16, inclusive



## FILM NEWS NOTES

From  
**HOLLYWOOD**

By  
**JOE BLAIR**

Western Correspondent

1044 N. Martel Ave. Hempstead 5982

SOME OF THESE Hollywood executives have a lot of nerve squawking when their contracts are suddenly abrogated.

During the visit of eastern bankers, investigations disclosed many individuals of the film industry have given party after party at their homes; purchased life memberships in golf clubs, fed and housed their polo and riding ponies; entertained with wine, women and song and charged the entire bill to the studio as necessary expense.

This is unreasonable and unjust to the studios and it is high time that something is being done to stop this wasteful extravagance.

I don't believe any jury in the country would uphold a signed contract when confronted by these facts.

EVERY STUDIO here seems intent on heralding some new unpronounceable foreign name as their latest "find." Without experience, qualifications or special merit, each and everyone are labelled a new star. In the good old days, an actor worked up from through the ranks to attain stardom, just as Clark Gable did to his present place with Metro-Goldwyn-Mayer.

JACK NATTLFORD, scenarist, is writing the continuity for "Kings Up," which will serve as a forthcoming Tom Mix production for Universal. Nattleford has been a busy scenarist during the past year, having written nine original stories for Allied and a dozen or more for Tiffany and Phil Goldstone. He has been writing for the flickering screen from the days when it really did flicker and has many successes to his credit.

ANITA PAGE, one of Hollywood's most beautiful and luscious blondes, has been signed to a new long-term contract by Metro-Goldwyn-Mayer. Miss Page's initial success was made in "The Broadway Melody," in the role of a chorus girl. Since then she has appeared in a long list of pictures, foremost being, "Our Blushing Brides," "Caught Short," "Sidewalks of New York" and others. She has just been cast for the role of "Sally," with William Haines, in "Are You Listening?" the J. P. McEvoy radio drama, now being filmed under the direction of Harry Beaumont.

SOME OF THE MOST NOVEL background effects to be shown in forthcoming Fox Films are directly traceable to the genius of Ralph Hammeras, executive technical expert of the Fox Movietone City studio, and whose photographic trick department is recognized as one of the best in Hollywood. Hammeras was largely responsible for his studio gaining the Academy Award for the outstanding technical achievement during the past year.



Joe Blair

LARRY DARMOUR, independent producer, has completed his fifth Mickey McGuire comedy of the current series, and this one, according to Director Duffy, is a sure-fire comedy hit. Darmour alternates his schedule by making comedies in between feature pictures, so that he may keep his production staff intact.

ADVENTURE PICTURES, a new independent feature producing concern recently established at the Metropolitan Studio here, with J. G. Hawks, scenarist; Charles Stallings, executive, and Reginald Barker, director, as principal organizers. Director Barker states the concern will make a series of fast-moving out-of-door pictures all carefully produced with box-office entertainment of proven stories. Percy Hilburn, former cameraman for Douglas Fairbanks, will do the photography. While the pictures will be made independently, the releasing affiliations will be announced later.

FIVE FEATURE PICTURES completed and a sixth just going into production, is the activity record established by William A. Seiter, RKO-Radio director, during the past ten months. The sixth film, "Veneer," has just gone into production and features Helen Twelvetrees, Eric Linden, Arline Judge, Polly Walters, Cliff Edwards and Blanche Frederici. Director Seiter finished "Girl Crazy" only a few days before starting the current picture. His other contributions of the past ten months were "Peach O'Reno," "Way Back Home," "Caught Plastered" and "Too Many Cooks."

NORMAN McLEOD will direct "Horsefeathers" for Paramount, the Four Marx Brothers' next starring picture. McLeod directed "Monkey Business," which established several box-office records, and he only recently completed "The Miracle Man," another hit picture, according to advance notices.

UNIVERSAL has a bright prospect in little Lucille Brown, playing the feminine lead in "The Great Air Mail Mystery," a serial now being made under Ray Taylor's direction. Miss Brown was formerly with Fox Films and lends much beauty and charm to the screen.

OWEN FRANCIS, novelist and short-story writer, has been added to the RKO-Radio Pictures writing staff. He has been a regular contributor to national magazines for several years. Prior to coming to Hollywood, Francis worked for many metropolitan newspapers.

IN "STEADY COMPANY," Universal has a winner. Credit, however, goes to the director, Edward Ludwig, who has taken a simple little story and made it into a "Bad Girl" type of picture. The remarkable part of this director's work is—he completed his picture in 11½ days and for a cost of around \$25,000. Of course, when overhead is tacked on, it will be a more expensive picture. When certain executives insist good screen entertainment costs a lot of money, I like to refer to this one for \$25,000 and also the picture "X Marks the Spot," which was made for a little under \$50,000.

### Shannon Better

Howard Shannon, 42, former manager of the Piccadilly, Rochester, suffered a shock and is recuperating at his home in Geneva. Since leaving the Piccadilly, he had been associated with Elmer Loritz in several neighborhood theatre enterprises.

## "Dailies Had Me Wrong" Says Albany Mayor Thacher

Did Not Make Reference to  
Crowded Houses, Low Split

Mayor John Boyd Thacher, who asked the Albany theatres to open for a few weeks on Sunday to help his unemployment fund and contribute 25 per cent of the gross to this fund, has announced that the theatres will continue open on Sunday "as long as the emergency lasts."

This does not sound as good to the exhibitors as it might, for they are finding it impossible to make any money and some of them go in the red by contributing 25 per cent of their receipts to the mayor's fund. It is believed that, if the theatres continue to open Sundays (they have been open since January 3), some new percentage adjustment will have to be made with the mayor.

Mayor Thacher two weeks ago stated to the Albany newspapers that he was dissatisfied with the returns made to him by the film men, as he had learned that the theatres were all crowded on Sunday and the returns did not show it.

The exhibitors resented this inference that things were not on the level and told the mayor so. He informed them that he had been misquoted by the newspapers.

Warner and RKO chain theatres in Albany want Sunday movies, but not with a 25 per cent split with the mayor. C. H. Buckley, independent exhibitor with three theatres, does not want them even without any split. He is convinced that Sunday is not a money day for him.

### Camden Fire Averted

An alleged attempt recently to set fire to the motion picture booth in the Arcade Theatre, Camden, was frustrated by Mrs. James LeRicheux.

The woman, who lives in the building which houses the theatre, detected the odor of gasoline.

The building is owned by LeRicheux, and for the last two years the theatre has been leased by Eli Sobel, Rome, and during his recent absence has been conducted by Mr. and Mrs. Thomas Gaffy.

### Syracuse Judgments

Unsuccessful presentation of vaude at the Empire, fall of 1930, when the house was operated by Charles Sesonske, Watertown, had an echo in Supreme Court, Syracuse, when six house employees were granted judgments against the Northern New York showmen by Justice Charles Byrne.

Harold La Vine, property man, recovered \$236.01 and Daniel Dingman, stagehand, \$233.01. Others to recover and the amounts were: Arthur Laun, property man, \$133.51; Charles Chamberlain, stagehand, \$131.01; Frank Sahr, stagehand, \$121.01, and Edward Fitzgerald, stage carpenter, \$108.23. All awards carry interest from November, 1930.



## Jules Greenstone Thinks Old Days Gone Forever

### Rochester Unit Head Sighs for Better Times

Jules Greenstone, former owner of the Empire Theatre and president of the Rochester Motion Picture Dealers' Association for 18 years, thinks the good old days are gone.

He blames it on loss of independence for the individual operator.

"The overhead kills everything now," says Greenstone. "Mergers and more mergers. The promoters taking millions and the stockholders going broke.

#### No Laughs

"One national operating company has more than a thousand theatres, but many of them are dark. You can't laugh off the overhead of the dark ones, and Rochester is in this chain, too."

#### No Money

Greenstone figures he is past his money-making days, but if he were going in business, it would not be motion pictures.

## Theatres Win Fight

The Public Service Commission has directed the Yonkers Electric Light and Power Company to furnish electric current to three theatres in Yonkers, under a classification which will give the theatres high tension service at a lower rate than the low tension service they now receive.

Three theatres are, Proctor's, of the RKO corporation; Strand and Loew's Yonkers. The order is the result of the proceeding initiated by the commission as a result of the refusal of the electric company to serve the theatres with high tension service for which they asked.

The commission stated that the theatres, with air-cooling systems operating in the summer during the off-peak period of the company represents a use that is better than most of the manufacturing companies, inasmuch as the theatres are open every day. This is not true of the manufacturing company, which are closed Sundays, holidays and Saturday afternoons.

## F-D Waits for Two

First Division is awaiting "County Fair," a Monogram, with Hobart Bosworth, Ralph Ince, William Collier, Jr., Marion Shilling and Kit Guard, directed by Howard Bretherton, and "Cross-Examination," from Weiss, with H. B. Warner, Edmund Breese, Natalie Moorhead, Donald Dillaway, Sally Blane, William V. Mong and Wilfred Lucas, a Richard Thorpe production.

## Order Protects Plainfield

Under the protection of an order issued by Vice Chancellor Alonzo Church in Newark, the Paramount, Oxford and Strand Theatres, Plainfield, N. J., all owned and operated by the Publix-New Jersey Theatre Company, Inc., and associated with the Paramount group, opened their doors Sunday afternoon and continued performances uninterruptedly until closing time. It was the first Sunday that Plainfield cinemas have remained open without police interference.

## Bigger Capitalization

Estill Amusement and Realty Corporation, of Highland Falls, announces its capitalization as \$150,000, instead of only \$20,000, reported in Albany dispatches. Directors are Robert L. Estill, Harrison Harding and Norma Harding, all of Highland Falls.

## Scene of the M. P. T. O. A. Convention, March 14-16



Mayflower, scene of the forthcoming M. P. T. O. convention, March 14-16, is one of the most magnificently equipped hotels in the world, representing an investment of \$13,000,000. Located on Connecticut Avenue, the "Fifth Avenue" of Washington, center of smart shops, DeSales and 17th Streets, the hotel covers an area of one and one-half acres.

The most fashionable hostesses of Washington's brilliant and exclusive social coterie have made it their favorite place of entertainment.

In proximity to the Mayflower are grouped the principal points that visitors to the city naturally frequent, including exclusive clubs, embassies and government buildings, wide stretches of parks, theatres and many historically noted spots.

Zoning restrictions govern the heights of buildings in the District of Columbia, and these caused the varying heights of the hotel—on Connecticut Avenue, the building is eleven stories high and on the 17th Street wings it is eight stories high. In the building are 1,059 rooms, of which 650 are hotel rooms with bath and the remainder are grouped into 112 apartments ranging in size from one to nine rooms.

The main lobby opens on Connecticut Avenue, and the entrance to the residential apartments is on De Sales Street.

Furnishings in the hotel cost \$1,800,000. Most of the furniture is in American walnut, and the Colonial types have been used almost exclusively in the residential apartments. Interior decorations, and selection of furniture, draperies and floor coverings were by artists of nation-wide reputation.

The hotel is a city in itself. It is complete from laundry equipment to printing press.

A Palm Court, or conservatory, with fountain, statuary, charming wicker furniture and trimmings in apple green, is the lounge of the hotel. Here concerts on Sunday evening, teas and dinner-dances find an ideal setting during the social season.

The building is heated by oil-burning furnaces, and it contains one of the largest refrigerating units ever installed in a single building, having a daily capacity of 260 tons of ice; this being used for air-cooling purposes in all the public quarters during the heated summer months. The furnaces burn 1,700 gallons of oil daily.





### Nagel Tells Why

Plenty of dynamite was included in a straightforward interview granted by Conrad Nagel, to Loew's State, Syracuse, for a personal appearance, to the "Herald." Nagel, Hollywood's spokesman, laid the onus for the present slump in theatrical business directly at the feet of the theatre circuits, charging over-expansion and the building of too many theatres is at the bottom of the economic crisis, rather than poor product from Hollywood.

The country, Nagel declared, is generally over-seated, prosperous times having resulted in the acquisition and construction of more houses than was warranted by either available or prospective business.

Secondly, he stated, circuits, forgetful of the fact that their prosperity was based upon the cinema, have attempted and are attempting to fill vacant seats by various experiments with stage attractions. The dangers are two—the public may come to depend too strongly upon stage shows, and experience has taught that it is impossible to obtain 52 strong stage shows annually; flesh attractions add to the already top-heavy overhead.

### Watching

## HUDSON COUNTY

Jersey Journal Cuts Down and How About It?

### With Ike

TWO THEATRE SUITS have been tried recently. . . . Mrs. Ada Hallam, Jersey City, failed in a suit for \$13,000 from Fox Metropolitan Playhouses, Inc. (succeeded by Skouras) when a jury returned a verdict for the defendant. . . . Mrs. Delia Tuttle, 61, widow, Jersey City, received a jury award of \$17,500 from the Jersey Boulevard Corporation, owner of Loew's Jersey City Theatre, for a fall in the theatre two years ago. . . . The theatre's defense was contributory negligence. . . . When Georges Carpentier played Loew's in person, Dave Whyte, publicity manager, sent him to Boyle's Thirty Acres (where he fought Jack Dempsey 10 years ago), with Frank Dunham, sports editor. . . . The old Thirty Acres has been razed, but a city athletic field is to be instituted there. . . . Georges made the suggestion it be named Dempsey Field and the "Jersey Journal" took up the suggestion editorially. . . . That's getting the publicity working. . . . Mickey Kippel and Burt Hoffman, Warner Stanley, are running a Monday night local talent elimination contest.

"JERSEY JOURNAL" has tightened the space allotted to theatre publicity. . . . "Dispatch," of Union City, sometime ago re-trenched on publicity space and the "Jersey Observer" never has run a daily theatre page. . . . The "Observer" lets the publicity "run wild" in the paper through the week and runs a theatre page Saturday only. . . . The "Journal" had two Saturday pages for

theatres, but has cut to one and now the daily space allotment is also slashed.

ART MACKIE returned to his "Jersey Journal" movie desk just 16 days after he left to undergo an appendicitis operation. . . . Art looked a little whiter. . . . Although the gang movies have run their course, Governor Moore, of New Jersey, is still orating against them. . . . He told a group of Boy Scouts recently gang films should not be shown because they "have an evil effect on the minds of young boys." . . . Trust a politician to pick a safe subject. . . . But the Hon. A. Harry is okeh. . . . A three-day watch in the lobby of the Stanley Theatre by city detectives led to the arrest of three youths on a charge of plotting a hold-up in which they hoped to steal the box-office receipts.

### Rave for "Police Court"

What appears to be an unqualified rave for "Police Court," with Henry B. Walthall, Leon Janney, Aileen Pringle, Al St. John, Edmund Breese and others, from Monogram and First Division, has appeared in "Here's How," a coast publication.

Brief bits from the review are: It has everything. . . . Novelty. . . . Drama. . . . Comedy. . . . Action. . . . Heart Interest. . . . Appeals to Kids. . . . One of the finest pieces of entertainment. . . . Acting of Walthall is just as fine a piece of acting as Lionel Barrymore in "Free Soul" and Beery in "The Champ." . . . A Great Picture. It must be.

## Strengthen Executive Lines of Many Companies

The executive lines of many major companies are believed to have been finally put in order.

Columbia's new group of executives finds Harry Cohn as president, Jack Cohn as vice-president, Walter Wanger as vice-president and Charles Schwartz, of the Nathan Burkan office, as secretary. Treasurer post is open. Joe Brandt has gone on a vacation.

RKO is still attached to a rumor cloud. Sidney R. Kent is reported joining that company, but this has been denied many times over. David Selznick is head man on the coast, with Charles Rogers probably producing independently.

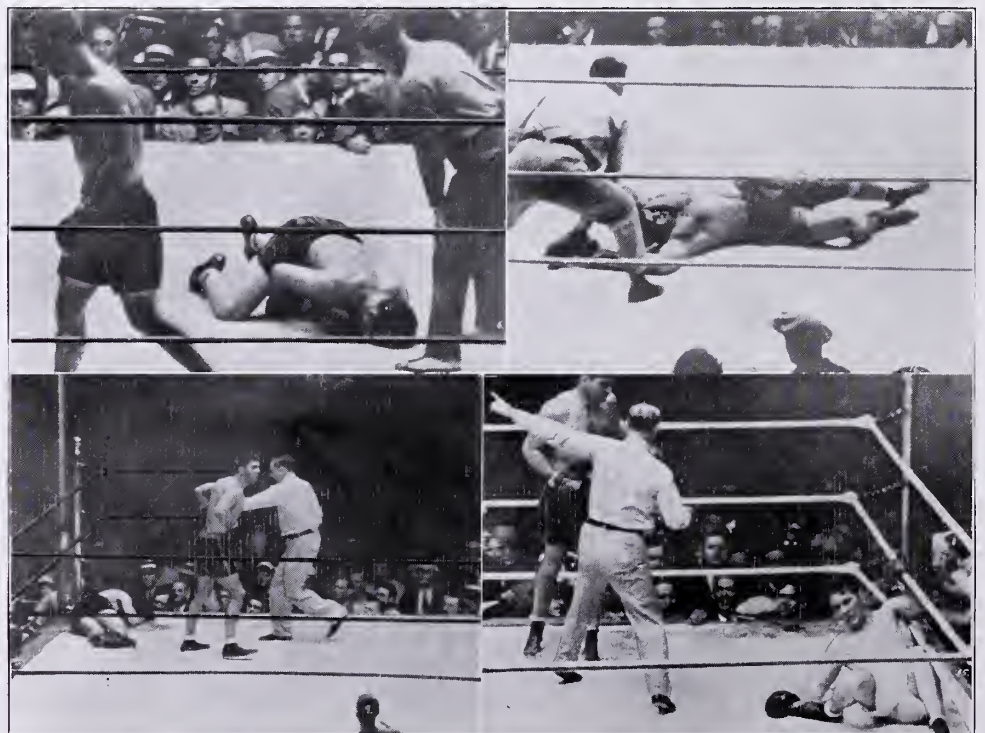
Paramount finds George Schaefer as sales manager, Joe Unger and Stanley Waite eastern division managers, John Clark, western division manager, and Milt Kusell rumored for the New York state division post.

Joe Bernhard is being assisted in the eastern Warner theatre division by I. J. Hoffman, who, in turn, has appointed Dave Weshner as an aide. Mort Blumenstock succeeds Weshner, under the latter's supervision. Lou Goldberg has taken charge of publicity for the Warner Broadway theatres.

Eddie Alperson and Ed Peskay have taken over a division of middle west theatres, under Skouras supervision. Major Albert Warner took charge of distribution, pending return of Sam Morris from abroad.

The Fox picture still finds Winnie Sheehan resting, Sol Wurtzel at the studio, and a lot of Fox efficiency men out at the lot.

### "Lure of the Ring" Has Punch-Packed Action



Scenes from some of the big fights of the last decade, in "Lure of the Ring," distributed by First Division upstate.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Steady Company"—U

Norman Foster, June Clyde, Zazu Pitts, Wallace Morgan, Henry Armetta, Maurice Black.

Universal has concocted a program picture that nearly became a gem. With a cast of feature folk, and aided by character players Pitts and Armetta, Director Ludwig has completed something that shouldn't fail to find applause ready in most types of family audiences. Zazu Pitts is again excellent.

Estimate: Doesn't seem like much, but it shapes up nicely.

## "Polly of the Circus"—Metro

Clark Gable, Marion Davies, C. Aubrey Smith, Raymond Hatton, David Landau, Ruth Selwyn, Maude Eburne, Little Billy, Guinn Williams.

With Clarke Gable romanticizing with Marion Davies this time, the box office should be able to hold its own. True, the story telegraphs its punches, but who cares, as the Lion's great he-man gets plenty of footage. Gable, as a clergyman lover, should be as satisfying as in other parts. The box office should benefit.

Estimate: Gable should be enough to make this sure fire.

## "The Expert"—WB

Chic Sale, Dickie Moore, Lois Wilson, Earle Fox, Ralf Harold, Adrienne Dore.

Here, again, Sale gives one of his characterizations, and the help of Dickie Moore should be enough to make audiences go for the show. There is a lot of human sentiment and plenty of emotional angles with which to work. Again, the young-old combination ought to appeal to all classes.

Estimate: Nice offering.

## "Fireman, Save My Child"—WB-FN

Joe E. Brown, Evelyn Knapp, Guy Kibbee, Lillian Bond, George Ernest, George MacFarlane, George Meeker, Richard Carle.

Joe's in a baseball piece this time, and just as funny as ever. Don't let the title fool anyone. It's about the national pastime, and that ought to make a swell combination to get over.

Estimate: Lots of laughs and profits.

## "Sally of Subway"—Acion

Jack Mulhall, Dorothy Revier, Blanche Mehaffey, Huntley Gordon.

Fair independent program with a royalty twist that proves engaging. Title is a bit misleading, but folks will be satisfied once they get into the theatre. It's quite up to the Action standard.

Estimate: No complaints.

## "Saddle Buster"—Radio

Tom Keene, Helen Foster, Marie Quillan, Robert Frazer, Richard Carlyle, Fred Burns, Harry Bowen.

Typical western. Old-fashioned and hard riding. That's all that's needed now, anyway.

Estimate: Suitable horse drama.

## "Hotel Continental"—Tiffany

Peggy Shannon, Theodore Von Eltz, Alan Mowbray, J. Farrell MacDonal, Rockcliffe Fellowes, Ethel Clayton, Henry B. Walthall, Bert Roach.

Tiffany has done what a lot of folks predicted they would, making a swell piece of entertainment out of "Hotel Continental." The feature cast of players has been given a fast moving script and gorgeous backgrounds. The picture shapes up like probably good grosser material, and exhibitors can not go wrong with such a show. And direction has given the piece nifty pace.

Estimate: High rating picture.

## "Behind the Mask"—Col.

Jack Holt, Constance Cummings, Boris Karloff, Claude King, Beryha Mann, Edward Van Sloan, Willyard Robertson.

Another detective story packed with entertainment. Holt is again at his best, and the action background ought to supply enough action to fit any audience's requirements. Then, too, Karloff can be sold on his "Frankenstein" reputation. All in all, it should prove a satisfying piece of property.

Estimate: Punch action drama that deserves credit.

## "Alias the Doctor"—Warners-FN

Richard Barthelmess, Marian Marsh, Norman Foster, Lucile Laverne, Adrienne Dore, Oscar Apfel, John St. Polis, Reginald Barlow.

Strong, dramatic, ably handled, "Alias the Doctor" represents a sort of a comeback for Barthelmess. The tale of a young medical student who took the rap for a foster brother, it has plenty of heavy angles. The love division hasn't been neglected and a last-reel punch gives a neat build-up.

Estimate: A shade better than the recent Barthelmess vehicles.

## "Intimate"—Paramount

Fredric March, Kay Francis, Stuart Erwin, Juliette Compton, George Barbier, Sidney Toler, Lucien Littlefield.

After Jekyll and Hyde, March deserves to skip into something light, and "Intimate" is a sweet dish for him. With lots of laughs, a dual role, and plenty of hilarious situations, March turns to be a swell entrepreneur of comedy, with a fine cast to aid.

Estimate: Sweet title and show.

## "Shanghai Express"—Paramount

Marlene Dietrich, Clive Brook, Anna May Wong, Warner Oland, Eugene Pallette, Lawrence Grant, Louise Closser Hale, Gustav von Seyffertitz.

"Shanghai Express" has everything Paramount has promised. Again the Von Sternberg direction, splendid photography, and excellent casting have triumphed over a familiar type of story. With most of the action taking place on a train, things begin to happen. Dietrich is her usual self, and exhibitors don't have to worry much about the box office possibilities of this one.

Estimate: Believe all the Paramount salesmen told you.

## "Lady of the Past"—Radio

Constance Bennett, Ben Lyon, David Manners, Astrid Allwyn, Merna Kennedy, Nella Walker, Blanche Frederici, Albert Conti.

Constance Bennett is back, but this time no virtue is assailed. The story is a bit lighter than usual, but built to order for her public. While they may not get used to the idea that she keeps her honor, they'll like the romantic atmosphere and usual Bennett highlights.

Estimate: OKAY, program.

## "Lost Squadron"—Radio

Richard Dix, Mary Astor, Erich Von Stroheim, Joel McCrea, Dorothy Jordan, Hugh Herbert, Robert Armstrong, Arnold Grey.

Here's a show that will fill the coffers, if sold correctly. Dix returns to his own action class, and he has been surrounded by a thrill story that should provide lots of "lifting up out of the seats." Then, too, the air angle ought to draw in a lot of folks.

Estimate: Looks like Radio has a clicker.

## "Disorderly Conduct"—Fox

Sally Eilers, Spencer Tracy, Ralph Bellamy, El Brendel, Ralph Morgan, Allen Dinchart, Nora Lane.

Logical program that might have been of the McLaglen-Lowe school, but the present cast, under Considine direction, does well enough. The gangster angle isn't strong enough to bother, while the flatfoot influence ought to interest a lot of people. And, besides, Sally Eilers is a good draw.

Estimate: Well handled story.

## "Fool's Advice"—Fey

Frank Fay, Ruth Hall, George Meeker, Esther Howard, Hale Hamilton, Franklin Pangborn, Eddie Borden, Berton Churchill.

Frank Fay's first picture, and heading directly for fair grosses in the smaller centers. The yarn has been fashioned so that the "virtue-will-out" angle is predominant, with the last-minute climax bringing in general applause. Fay deserves a bit of a hand for not going too Broadway.

Estimate: The smaller centers will appreciate it more than Broadway.

## "The Deceiver"—Col

Ian Keith, Dorothy Sebastian, Lloyd Hughes, Murray Kinnell, Greta Granstedt, Natalie Moorhead, Dewitt Jennings, Richard Tucker.

A mystery yarn that has much to recommend it and that should get lots of response from audiences. The all-feature cast doesn't give a big name to sell, but as long as the entertainment value of a film holds up, it should satisfy exhibitors.

Estimate: Fair program.

## "Shop Angel"—Schlank

Holmes Herbert, Marion Shilling, Anthony Bushell, Walter Byron, Creighton Hale.

An inde production of not too high standing. It won't break any records.

Estimate: Just a picture.



### Want Washington Prints

Norman H. Moray, Vitaphone sales manager, is in receipt of an unprecedented demand for prints from the various exchanges all over the country for Vitaphone's two-reel Bicentennial special, "Washington, the Man and the Capital."

Branch managers report that virtually every exhibitor feels that there is one two-reeler he must have if for patriotic reasons alone and is most anxious to have a print for the opening of the 10-month-long Bicentennial celebration which is being sponsored by the U. S. George Washington Bicentennial Commission.

### Herkimer Mayo Injured

John Mayo, employee of the Liberty Theatre, Herkimer, fractured several ribs in falling from a ladder while changing lights in the electric sign in front of the house the other night.

### Ginsbergs Watch Baracca

Manager Baracca, Apollo, Beacon, is installing sound and will soon announce an opening date. Meanwhile, Ginsbergs, Paragon, faced by competition for the first time in years, has reduced prices to 40 cents top for adults and 25 cents top for children.



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**CRYSTAL BEADED**

**Thousands of Them!**  
 In use all over the World. Most brilliant of them all.  
 Perfect Light — Better Sound. Porous but not perforated—  
 Third Dimension—High Intensity. Scientifically designed, reinforced sound pores.  
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 Write for Sample. Convenient Time Payments.  
*Beaded Screen Corp. Roosevelt, New York.*  
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**Chromolite**  
**Sound Screen**  
 Non-Glare • Diffusive

**94.6 Percent-New-Amazing**  
 Entirely new and revolutionary Sound Screen. Permanent non-yellowing whiteness. High reflection value (94.6%).  
 More light with less amperage. No fadeaway. No eye fatigue. Can be resurfaced . . . Sturdy, Strong . . . Durable.  
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 New metallic surface. Best qualities of silver and gold fibre screens. Will not tarnish.  
 Marvellous brilliancy. High Intensity light with low intensity lamps. Rugged . . . Durable.  
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 Perforated-White-Diffusive

**Sturdy - Strong - Durable**  
 Standard white perforated screen. Good for light—Good for Sound. Completely diffusive—Same light at every seat.  
 The superior of all perforated screens in material and workmanship. For use with Hi-Lo and High Intensity light.  
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# THE BAM HIMSELF!

You and your folks will be tickled slightly pink with Universal's brand-new, brisk, snappy shorts featuring the baseball idol of millions

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For heaven's sake, don't miss seeing every one of them. Then we won't have to urge you to plaster the Babe's map all over your lobby.



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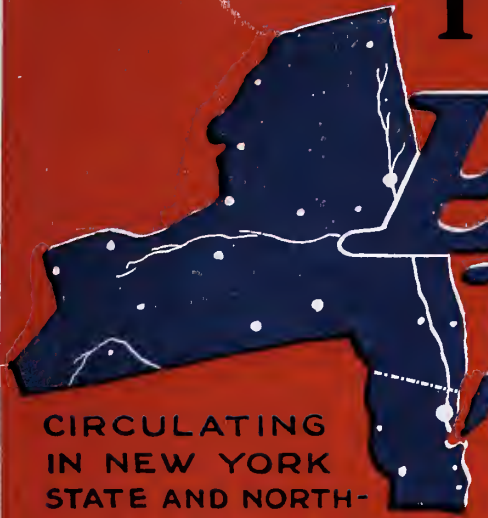
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THE NEW YORK STATE



# EXHIBITOR

COVERING THREE FILM ZONES

CIRCULATING  
IN NEW YORK  
STATE AND NORTH-  
ERN NEW JERSEY

AN EMANUEL-GOODWIN PUBLICATION

Vol. 4—No. 12

NEW YORK, FEBRUARY 25, 1932

PRICE, 15 CENTS

**FRONT PAGE STUFF...**  
*from the world's greatest battlers!*

**THE  
LURE  
OF THE  
RING**

## JACK DEMPSEY RETURNS

AND THE BOX OFFICE CLEANS UP . . . FRANTIC FIGHT FANS BREAK DOWN THE DOORS IN CHICAGO . . . THE MANASSA MAULER STILL IS THE RING'S IDOL . . . RKO, WARNER and SKOURAS CIRCUITS HAVE ALREADY BOOKED THIS 30-MINUTE COMPILATION of the WORLD'S GREATEST FIGHTS

**TWO REELS OF REAL SIDELIGHTS ON  
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— TOLD BY NORMAN BROKENSHERE —  
TIMELY—TOPICAL—THRILLING... A SHORT WITH  
MORE STRENGTH THAN MANY FEATURES....  
**SPECIAL ONE-SHEETS TO GET CROWDS**

**THE  
SINO-JAP  
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**NOW PLAYING NEW YORK AND BROOKLYN STRAND**

AND OF COURSE THEY ARE

Released by **FIRST DIVISION EXCHANGES, Inc.,** The World's Leading Independent



# The Biggest Thing in Pictures

*“Hound of the Baskervilles”*



Dialogue by

**Edgar Wallace**

Story by

**Sir Arthur  
Conan Doyle**

●  
**NATION - WIDE  
BROADCAST ON  
NBC HOOK - UP  
FOR 6 CONSEC-  
UTIVE WEEKS**

●  
**ANOTHER  
SHERLOCK  
HOLMES  
SMASH !!**

Feb25'32 pg. 2

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**FIRST DIVISION EXCHANGES, INC.**

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**EXECUTIVE OFFICES: 1600 BROADWAY**

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**THEY CAME TO BROADWAY TO HAVE  
THEIR "BREAKS" RE-LINED—WITH GOLD!**

How the men took to them—and  
how they "took" the men—these  
three gorgeous Gold-diggers!

**SAMUEL GOLDWYN**

*presents*

*The* **GREEKS HAD A  
WORD FOR THEM**

*with* **INA CLAIRE**  
**JOAN BLONDELL • MADGE EVANS**

Funnier and faster than ZOE AKINS' play  
that had Broadway howling for a year.

Directed by **LOWELL SHERMAN**

**UNITED ARTISTS PICTURE**



# The New York State EXHIBITOR

Issued on the Tenth and Twenty-fifth by

## Emanuel-Goodwin Publications

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### Title Changing—New Fashion

NOT content with proving that the man who sits at the swivel chair cannot inject a community atmosphere into the local theatre, circuit theatre departments have adopted a new habit—expensive title changing.

Granted that many Hollywood titles are not fit or proper for our nation's theatres; granted, too, that the men who sell the picture to the public ought to have a word about how it ought to be sold, but some recent examples of title changing do deserve comment.

The most recent example is the rather costly process of transforming "The Man I Killed" into "Fifth Commandment" and, finally, "Broken Lullaby," after all the paper had been printed, all the publicity had been implanted in the minds of movie goers. The immediate reaction toward that title change was that there was already trouble in selling the show, a bad press notice for any movie.

A second noteworthy example of title changing caused "Old Man Minick" to become "The Expert," merely because someone thought the importance of Chic Sale rested on his "specialist" fame.

No one can define what makes up a good or bad title. But few can argue that the two changes made will prove of much benefit to the films involved. If titles must be touched by a certain philosophy, let there be some sense about it.

### Further Argument

A POTENT argument for the case of the industry was, unfortunately, not available for the hearing before the Ways and Means Committee. Had the annual report of the Roxy Theatre been published at that time, the gentlemen from Congress might have been even further impressed with the plight of this business.

Net loss of \$163,571, after charges and taxes, was reported by the corporation. This compares with a profit of \$438,318 in the preceding year. Some additional enlightening sidelights were offered recently at the meeting of that corporation. The "nut" of the Roxy runs from \$55,000 to \$65,000 weekly. The business of the house varies so much that the first week of an outstanding picture may take in \$131,000, while \$72,000 may be the total for the second week.

Perhaps the congressional representatives on the Ways and Means Committee would have been greatly

impressed when it might have been shown to them that the Roxy had a good pick of product, has all the theatrical stars in the country from whom to draw, and still cannot stay on the profit side of the ledger.

And still another angle developed after the hearing. The Carolina exhibitor organization has followed the lead of the Pennsylvania group in condemning publication of exaggerated and misleading reports of box-office receipts. It will be noted that the fight is against false and misleading reports, of which there seems to be a great number.

Let the Ways and Means Committee make its decision. But in view of all the evidence, no one can say that prosperity has favored the motion picture industry in this period.

### What, More Newsreels?

REPORTS of a new state right newsreel entering the field should bring, naturally, lifted eyebrows and similar facial reactions.

It is no secret that the newsreels of the present day, with few exceptions, are losing money. It is no secret that exhibitors are forced to take newsreels from major producers and distributors. It is no secret that the newsreel field would prove a problem for any company, even a major distributor.

Why, then, it may be asked, should any attempt be made to distribute another, in the state right field?

Common sense would tend to prove that such an enterprise would have very tough sailing from the first turn of the camera.

### Stop the Sex

DISTANT rumblings from the haunts of women's clubs, censor bodies and reform headquarters indicate that a new onslaught will shortly be made on the movies unless the present tendency to accentuate the sex angle in motion pictures disappears.

Students of chain advertising have noticed a decided increase in sexual advertising, to such an extent that there have already been complaints in certain sectors of our industry.

When last this occurred, successful co-operation in all parts of the industry prevented the attack on the movies from becoming damaging, largely because those who were offending ceased.

Perhaps the memories of the last incident will be sufficient to influence those now responsible for the increase in this same sex advertising. At such a time as this, when good will means such a lot to exhibitors and theatremen in general, nothing should be done to affect that same standing in communities throughout the land. If sex advertising is proving offensive, it is up to theatres to stop that sort of practice.

It would be well to exert the same co-operative effort at this time. Otherwise the industry will have another worry on its brow, which is becoming as wrinkled as the proverbial prune.





# M. P. T. O. A. Affiliation of Independent Exhibitor Units Will Be Met By Allied

## Still Want Organization

John Gardner, Watervliet exhibitor, is trying to stir up renewed interest in the exhibitors' association of the Albany district, which met, elected officers last spring and then went dead. He has queried several exhibitors on it and found them anxious to revive the organization.

"I am with him heart and soul," says Abe Stone, Albany exhibitor and secretary of the first organization. "I believe that someone can bring the exhibitors together and make the thing work."

(THE NEW YORK STATE EXHIBITOR is of the same opinion. If conflicting interests of Albany and capital district exhibitors are holding up further organization, perhaps it would be best to thrash the whole matter out in the open. THE NEW YORK STATE EXHIBITOR would be pleased to lend its columns.)

## Quittner Middletown Suit Scheduled for April 5

### Showman Asks \$5,180,000 Damages From Publix

Action of Edward Quittner, veteran theatre manager of Middletown, against Publix-Paramount, is listed for trial in United States Court in New York City, April 5.

Quittner asks \$5,180,000 damages, alleging conspiracy to put him out of business.

It is alleged the trouble began a few years ago when Publix sought to lease his houses, the State and Stratton, at rentals which, he says, would not have met fixed obligations. Later Publix erected a large theatre almost directly across the street from the State.

The opening of the new theatre is alleged to have brought disaster to the Quittner houses. The operating company defaulted on interest on its bonds, the property was foreclosed, and Odell Hathaway, formerly operator in Middletown, was placed in charge of the theatres.

Quittner contends that before Publix invaded the field Middletown was already so over-supplied with seats that his Show Shop, a third house, was kept closed.

Among the charges against Publix is that it interfered with bookings by Quittner.

### Paragon, Brooklyn, Shifts

Paragon Theatre, Brooklyn, is in new hands.

Anthony De Lucia and Gataeno Seria have the house.

## Samuelson Says Organization of Rival Groups of Theatremen Certain to Result From Spread of Competitive Body

If the M. P. T. O. A. is successful in its present drive to bring many independent exhibitor units into the fold, the Allied States Association is expected to enter those territories and organize rival bodies.

Such is the prediction ventured by Sidney Samuelson, president of the Jersey Allied group, and vice-president of the national body.

It is no secret that Allied is as eager as the M. P. T. O. A. to secure the affiliation of the independent exhibitor groups of the country, particularly the Eastern Pennsylvania body, action on which is due this week. Report that Allied will also invade Buffalo, an independent territory, in addition to forming a body to compete with the T. O. C. C., is also current.

If Allied persists in its plans, it would mean that every M. P. T. O. A. district would find two competing exhibitor groups, resulting in a great deal of confusion and plenty of competition, with the result certain that little of a constructive nature would follow.

President Lightman, of the M. P. T. O. A., has been active during the past few months in bringing inde groups into the fold. Already, Connecticut has gone national, the Buffalo body will be represented at the convention by Jules Michael, and it appears as if the Pennsylvania unit will also come into the national convention as a member.

### Buying Co-Op.

Meanwhile, the local Jersey Allied group is forming a buying co-operative that has received little reaction from exchanges.

The get-together at the new headquarters was a certain success, with about 100 exhibitors present at the luncheon.

### Publix Newburgh Vaude

Broadway (Publix), Newburgh, is presenting, for the first time, stage shows on Thursdays and Fridays, in opposition to vaudeville-picture policy of New State.

### Fox Meets May 2

With the definite distinction of having already sold more accounts than that company had closed in any previous 52-week period, branch managers and others of the Fox Film Corporation will go into their 1932-33 sales convention, May 2, prepared to launch their most important season.

Convention sessions will be held in the auditorium at the company's building. Headquarters will be at the Park Central Hotel. Roger Ferri is again in charge of the convention arrangements.

Convention will open Monday, May 2, and conclude Saturday, May 7.

## In New Post



Joe Felder

Newly appointed sales manager for Capitol exchange, under Herman Gluckman direction, is one of the most popular fellows on the local Film Curb. He likes handball, rummy, hearts and is a conscientious worker. His friends wish him success in his new post.

### Caballero With Skouras

Charles Caballero is to handle the upstate Schine houses for Skouras, having resigned his Fox post.

He will make headquarters in New York City.

### New Merrick Theatre

Gable, Merrick, L. I., is being opened by Paul Raisler.

House seats 500. Raisler has houses in Laurelton and Little Neck, L. I.

### Foreigns for 79th Street

Irving Gerber is back of the RIJO Amusement Company, which is putting a policy of foreigns into the 79th Street Theatre.

### Orowitz Up

E. M. Orowitz has succeeded Jack Hess as RKO advertising and publicity head.

Hess goes to Publix.



# EARLY RESERVATIONS SUGGESTED

*by your*

# HOTEL



THE MAIN LOBBY

● Only a short time remains before the convention of the Motion Picture Theatre Owners Association in The Mayflower on March 14th to 16th, inclusive . . . Members of our staff, accustomed to the entertainment of America's leading convention groups, thrilled when privileged to "pre-view" the tentative program arranged for the meeting . . . You will want to stay at the headquarters hotel during these memorable days . . . The demand for accommodations during the Bicentennial Year suggests prompt reservations.



GRAND BALLROOM

# THE *Mayflower*

WASHINGTON, D. C.

1000 ROOMS

ALL WITH BATH



DE LUXE BEDROOM

SPECIAL M. P. T. O. A. RATES . . . \$4 TO \$6 SINGLE . . . \$6 TO \$10 DOUBLE . . . SUITES \$16 AND \$18



# See Little Chance of Movie Measures Being Passed in Present State Session

## Seek Censor Publicity

Real action in the effort to drive the New York State Board of Motion Picture Censors out from behind its closed doors developed in Albany when a delegation opposed to this hidden censorship addressed itself to the Ways and Means Committee of the Assembly.

Hatcher Hughes, Columbia professor and winner of the Pulitzer Prize for the drama, headed the delegation, made up of members of the National Council on Freedom From Censorship.

The delegation came to Albany to urge the passage of Assemblyman Langdon Post's bill to bring these censors' sessions out in the open.

## Post Bills and Others to Meet Usual Fate — All in Committee — Annual Censor Abolition Attempt Gets No Response

The usual amount of motion picture legislation has been introduced in the New York legislature this year, but most of it will stay in committee and never get to a vote.

Assemblyman Langdon Post introduced the annual bill to abolish the motion picture censorship, now vested in the State Educational Department and in charge of James Wingate, but this bill has no chance of passing.

Post also introduced a measure which would require motion picture companies to submit to the censors strips of film that were rejected by the censor board, to be filed with the board and available for public inspection. This bill was referred to the committee on public education.

Assemblyman Fake has a bill, referred to the Committee on Affairs of Villages, which provides for moving pictures, at public expense, to be paid for by taxation, a sum not to exceed \$1,200 a year to be levied and collected in the same manner as other village taxes. The pictures are to be shown in the village streets or in village property when an admission may be charged, the money going to reimburse the village for the appropriation for films.

Another bill, affecting all kinds of amusements and introduced by Assemblyman Paris, would give equal rights to all colors, races and creeds in any place of amusement that is public.

## Indes, Chains Join To Fight Municipal Movie Bill

### Fake Measure Gets Plenty of Opposition From Trade

Exchange men in the Albany district are putting up a fight against reporting out of committee of Assemblyman Fake's bill which would permit villages to appropriate \$12,000 (raised by added taxation) for the purpose of presenting free movies in the villages, either on the street or in public halls.

At a hearing before the committee on affairs of villages, the industry was represented in opposition by J. C. Carpenter, Cobleskill; Charles Smakwitz, assistant divisional manager for Warner Brothers, Albany; a representative of the Skouras interests; M. J. Kallett, Kallett chain, Oneida; a representative of William Smalley, of the Smalley chain, Cooperstown; William Benton, Benton chain, Saratoga, and a representative of the Schine chain, upper New York State.

Present prospects are that the bill will remain in committee, which means it will never come to a vote on the floor of the assembly.

### Moravia Co-Op.

More than 100 craftsmen, including painters, carpenters, plumbers and masons have signed an agreement to give three days' free work in the erection of a theatre in the little town of Moravia to any showman who will sponsor the venture.

Moravia has been showless since the Cayuga County's only theatre was destroyed by fire last May.

### Watching

**A** L B A N Y  
Smalley Vacations and  
"God" Gets Trade Showing

### With Bill

BILL SMALLEY, head of the Smalley chain, with headquarters at the Smalley Theatre, Cooperstown, has started on his annual trip to Florida, expecting to remain away about six weeks. . . . Before he went, he called the managers of his 13 houses in various small towns in eastern New York together and conferred with them as to the running of their theatres during his absence. As usual, he announced a prize for the house that shows the best gross during that period.

JOE ROSENZWEIG, home office auditor, RKO, and Edward Horne, head of the print and negative department, visited C. Russell Halligan, manager of the Albany exchange, early in February. . . . Another Joe Rosenzweig, assistant shipper, RKO, is laid up with blood poisoning. . . . Harry Bassett, Paramount booker, is out of the hospital after a serious time, and expects to be back at work with Manager Kenneth Robinson's forces soon. . . . Harry Seed, former Warner manager in Albany and now in the same post in Buffalo, came back to his old exchange for a trip recently. . . . Charles Wertime, Chestertown exhibitor, paid his first visit to Albany's Film Row in February. . . . Warners gave a private screening to the trade of "The Man Who Played God" at the Albany Strand, February 16.

BILL SMALLEY has another good scheme for promoting good-will and also business in his chain of theatres. . . . He invited the dramatic class of the high school in each town where he has a theatre to stage a play in his theatre, not to run more than one hour. . . . Students who sell tickets for this show get 25 per cent of the ticket price for their fund for an annual trip to Washington, and, after elimination contests, Smalley awards a grand prize to the best group of players. . . . There are eleven towns competing and, as the contest is conducted during Lent, it helps business in an ordinarily dull season. . . . Smalley has issued a booklet, "Smalley's Bag of Tricks," to each manager for his use in exploitation.

FIRST DIVISION is to open an exchange on Film Row, Albany, the first time in ten years that more than one state rights company has had an Albany exchange. . . . First Graphic being there now. . . . It will occupy the old Tiffany exchange, vacated when Tiffany merged with Educational. . . . The manager has not yet been announced. . . . "Give away stuff" is reported as helping business in subsequent runs in the Albany dis-

trict. . . . One salesman said that, from his observations in some towns, the exhibitors would have to take down their lobby frames to make room for the show cases exhibiting the "give away" prizes. Utica exhibitors are active against double features and ten-cent admission. . . . Reason being the request of one of the major companies for protection on next year's product.

OLLIE MALLORY, Corinth exhibitor, is happy because the local bank may soon re-open, having been closed after a run. . . . The town is in good shape financially, but the hoarding fad led to a run on the bank. . . . Charles Derry, Port Henry, expects to open his new theatre April 1. . . . Empire, which he formerly had, is now being operated by Frieder and Grossman, Hudson. . . . Memorial Hall, Westport, is open three nights a week during the winter by selling books of tickets. . . . About 600 people in the village, and the theatre is operated by Mrs. Dr. Harris for the library association. . . . It operates every night in summer, as Westport has a large colony of summer visitors. . . . Milton W. Smith, former publicity man for Warner Brothers and manager of their Lincoln Theatre, Troy, is looking for a theatre in some town in the Albany district. . . . Abe Stone, who operated the Eagle Theatre, neighborhood house, in Albany, is protesting against Warner's, Albany, subsequent run house, getting pictures ahead of him. . . . He charges 15 and 20 cents, while the Albany gets 10 and 15 cents. . . . Stone believes the Albany should follow him because of its cheaper price. . . . "But the Warners are big enough to boss the situation. . . . Might is right," says Abe.



## Watching

**CROSSTOWN**

That M. P. Ball and EMO  
Moves Up a Bit

KAMEO, BRONX, is now in the hands of Myer Rosenthal (Grand, Brooklyn). . . . City Line Theatre, Brooklyn, has closed. . . . Max Rudnick is behind the Liberty opening. . . . Rialto Amusement Company, Inc., has the Rialto, Ridgefield Park, N. J. . . . And Thomas J. Shanley has become office manager at Columbia. . . . With that New York State district post still vacant, Joe Unger may handle it as well as his eastern sales Paramount duties. . . . Otherwise, Milt Kusell is in line for the post. . . . Many of the companies will save dough by having their conventions in New York City this year. . . . Economy.

**MEYER-RIEGER LABORATORIES, INC.,** have made an assignment to Mark M. Dintenfass. . . . Paramount will have 20 specials in the new season. . . . Peggy Spargo is doing publicity for a coffee room. . . . The AMPA group feted Bruce Gallup when he returned. . . . Sam Berger, MGM, is back in town. . . . The Skouras boys, 'tis reported, have succeeded in getting a wage reduction from 306. . . . Bernard Kranz is going great runs at his RKO post. . . . Bill Raynor is now with a prominent equipment house. . . . W. H. Adler is assistant to "EMO" Orowitz. . . . Arthur Housman is in charge of national exploitation pictures. . . . Arnold Van Leer has the B'way houses. . . . Harry Mandel handled publicity for the Emde division, including Newark and Westchester. . . . John Cassidy is taking care of publicity for the Charlie MacDonald New York and Brooklyn division.

JOHN F. BARRY, the man who started the Publix Managers Training School, has resigned. . . . Al Hamilton, one of Publix's most valued city managers, is now much better in his Norwalk (Conn.) home. . . . Abe Blumstein has resigned. . . . Even "The Hatchet Man" becomes a first-run double-feature in Bridgeport, Conn. . . . Shows you what doubles do after a while. . . . Paramount turned down "Mayor Harding of New York" because of the Tammany angle. . . . Jack Kirkland (Nancy Carroll's ex-husband), was in on the scenario. . . . The local operators grow festive February 27. . . . The AMPA group will fete the inde producers, March 10. . . . Paramount scooped Fox on the Shanghai reels. . . . And the Palace fire was first-page stuff. . . . Harold McMahon is handling Loew's 72nd Street.

**THAT M. P. CLUB BALL** was everything everyone thought it would be. . . . With the big shots and little shots of the industry in attendance. . . . There is a protection battle going on between MGM and the indes locally. . . . Matter of percentage is involved, too. . . . Are you going to the M. P. T. O. A. convention in Washington, March 14? . . . A Mickey Mouse theatre is being primed for Broadway. . . . Loew opened the 72nd Street Theatre (new) with the usual fanfare. . . . The Liberty on 42nd Street has gone movie, with "The White Captive" the initial attraction. . . . Double features will invade the main stem shortly when the Brandts install that policy in the George M. Cohan.

HARRY SHIFFMAN is successor to Sol Brill in the Brill enterprises, as was generally

**Deals Being Readied**

With the '31-'32 season practically washed up, circuit deals for the '32-'33 product are already being lined up.

In fact, Fox has been selling its next season's news for the past few months.

**Shake-Up Process In Film Trade Still Continues****Sales Manager Posts Favorite Positions Affected**

The shake-up tendency in the local business world still continues.

Educational and Universal are the two latest to feel the effect of the current wave of resignations.

Stanley Hatch, long sales chief at Educational, has resigned.

Phil Reisman, sales manager for Universal, will leave that company when his contract is taken care of by that unit. L. J. Schlaifer is the new general manager for that organization.

At Columbia the changes find Charles Rosenzweig, formerly at RKO, becoming sales manager for that company; Bruce Gallup, recently identified with United Artists as ad chief, becoming publicity and advertising director for that body, and Hubert Voight studio publicity director.

The name of Sidney R. Kent has been identified with RKO, Fox and Warners, recently, with the announcement of the new Warner sales chief expected now that Sam Morris has arrived from abroad.

Only two companies, Metro and Fox, still have the same sales managers of a year ago, an impressive indication of how the wave has passed through the industry.

expected. . . . Joe Felder is now with Capitol Film, in charge of sales. . . . Opening of the new Allied Theatre Owners of New Jersey, Inc., headquarters was an auspicious event. . . . Herb Berg deserves a hand for the campaign on the opening of "Hell's House." . . . The tab throwaway certainly looked good.

CLIFFORD READ has the Bell, Bellport, L. I., and has wired. . . . Little, Newark, sure-seater shifter, is now under Cinema Company, Inc., direction.

FOLLOWING ITS NIFTY debut at the Strand, "Hell's House" received dates from the entire Loew circuit, with the Metro, Brooklyn, giving it a first run February 27. . . . Among the independent producers in town have been M. H. Hoffman, Sol Lesser, Claude MacGowan, Sam Ziegler, Joe Goldberg, Bud Barsky and others. . . . Jack Bellman announces that Hollywood's "File 113" is being booked strong, with a neat set of runs following the date at the Beacon Theatre. . . . The Skouras Class A theatres in the metropolitan area will play it. . . . And Martin Schiff is the new office manager at Universal exchange.

## Watching

**HUDSON COUNTY**

Jean and Ike and Dot Scott  
Works Like H----

With Ike

DOROTHY SCOTT is taking care of the publicity work for the Skouras playhouses in Jersey City, while Clara Salmon is the efficient secretary of Maurice Stahl, district manager of the Skouras houses in New Jersey. . . . George Brennan, dean of theatre managers of Jersey City, is a lover of books. . . . George is managing the Orpheum, an inde. . . . George Bookstaver and Thomas O'Connor, doormen, and four other persons were arrested by Jersey City police in connection with the alleged defrauding of Loew's Jersey City Theatre of from \$5,000 to \$6,000 worth of tickets. . . . The fraud was discovered through the vigilance of Managing Director George Dumond, who found tickets in the box one day which did not correspond in color and serial number to the tickets then being sold at the box office. . . . There were reports that another Journal Square house was the victim of a similar racket, but these had not been verified. . . . A receiver has been asked in Jersey City Chancery Court for the Consolidated Associates, Inc., a film-making concern, of Fort Lee.

MRS. ART MACKIE, wife of the movie critic, is secretary of the Jersey City College Club. . . . Jack Keale, Skouras Theatres, was so impressed by the impromptu entertainment put on by news hounds at their dinner-dance in Union City that he suggested they stage a revue of their own. . . . The writer wishes to inform bill collectors and other pals that he has moved back to Jersey City. . . . Bob Ring tried to see the writer on a recent Satdee nite, we are told. . . . Sorry to have missed you, Bob. . . . The dance marathon, which played to 500,000 admissions in three months in Newark, has been transferred to North Bergen, thus providing a new headache for theatre managers in the North Hudson zone.

JEAN HARLOW, while appearing in person at Loew's Jersey City, conducted a column of answers to fans' queries in the "Jersey Journal." . . . Jack Keale recently won a prize in the "best attendance" contest of the Skouras theatres. . . . Jack is manager of the Fulton. . . . An award also went to Al Unger, now at the Capitol. . . . Mel Lewis, former manager of the Queen Anne in Bogota and recently publicity agent for the Jersey City Skouras houses, is now manager of Skouras Audubon, New York. . . . Irwin Zeltner, Loew's home office publicity staff, was a recent Stem visitor. . . . George Dumond never wears a derby. . . . Dave Whyte commutes from his home in Forest Hills, L. I., to Jersey City and Newark.

JACK GARRISON has been ill, but has recovered. . . . Mrs. Ethel Oxley, chief of the Stanley switchboard, attended the funeral of an uncle in Hornell, N. Y. . . . Miss Jean Sneyers is back in the cashier's office at the Warner house. . . . Leon Van Gelder and Louis Leftin, of the Stanley, have also suffered recent illnesses. . . . Stanley service staff has been increased. . . . All ushers are trained by Thomas Egan and Frank Hinnan, his assistant.



## Watching

**UNION COUNTY**Blue Law Trouble and  
Cold-Hearted Chain

With Ed

NEW JERSEY PUBLIX THEATRES, operating Oxford, Strand and Paramount, Plainfield, New Jersey, are experiencing plenty of difficulty with the town chief of police over the old Sunday Blue Law proposition. . . . A group have recently uncovered an ancient blue law prohibiting Sunday entertainment, which was drafted back in the '80s. . . . The particular law has no direct case against moving pictures, but the objectionists are trying to render it a blanket prohibition. . . . Execs for the theatres referred their case to Vice-Chancellor Church, of Newark. . . . So far Church has refused to intervene. . . . Theatre execs plan to go to the higher-ups. . . . Meantime all Sunday performances are being stopped.

FLAGPOLE KELLY attempted to retain his regal status as champion flagpole sitter by parking himself atop the pole on the roof of Warner's Regent, Elizabeth, recently. . . . Geo. T. Kelly, running a new series of "Future Stars Contests. . . . Last one was run about four months ago with great success. . . . Present proposition has created no little amount of publicity. . . . Cocalis' Park, Roselle, reopened. . . . James Wakefield Burke, recently convicted for the conning of a stick-up at Warner's Ritz, where he was assistant manager, was recalled from the Rahway Reformatory, where he was finally sent by Judge Stein five months ago. . . . Stein changed the sentence to one year on probation, explaining that he was loath to send Burke away in the first place, but the offended concern expected such a penalty. . . . Irv Dollinger, owner, Plaza, Linden, is advertising again in the Elizabeth "Daily Journal," also instructing the readers to present the clipping of the advertisement and 25 cents for any seat in the house. . . . Warner's Ritz and Skouras' Fox Liberty, both having their respective change days on Saturday and Wednesday, invite the patrons to remain in their seats after the last show on Tuesday and Friday nights and enjoy the preview of the picture to be shown for the following days. . . . Idea stimulates plenty of talk. . . . Warner's Rahway running five acts of RKO. . . . City Comptroller John E. Mitchell (Elizabeth) is a brother of Grant Mitchell, legit actor.

YES SIR, the Yule spirit holds sway currently here. . . . Here's the way the exhibits are being nice to the customers: Ritz gives razors and radios, Regent gives razors of a different make, Cocalis' Elmoro also passing out radios, Cocalis' State handing out, of all things, doughnuts! . . . Local exhibits overballyhooped "Frankenstein." . . . Used the "heart failure stuff." . . . After several performances there were no new cases at any of the local bug houses, so the customers awoke to the fact that they were bulldozed. . . . Lenten period slowing things up noticeably.

**Kingston Vaude Fight**

Reade's Broadway Theatre, Kingston, Bert Gildersleeve manager, which has been packing 'em in with seven acts of vaudeville, is now experiencing competition. Orpheum is offering vaudeville the latter part of each week. Kingston theatrical fight is getting hot.

## NOTICE

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This notice is issued because of two attempts, in the past month, on the part of swindlers, to trick both this organization and two units with which this company has business, into delivery of funds through one of the current prevalent rackets.

Fortunately, in both cases, the rackets failed.

## Watching

**PATERSON**Attanasio Dies and the  
Regent Gets Painted

With Jim

WORKERS' CULTURAL SOCIETY, an organization formed with the intention of raising the educational status of the laboring man, will present three motion pictures shortly. . . . Louis F. Attanasio, moving picture operator at the United States Theatre, died at his home in this city after a brief illness. . . . He was a veteran of the World War. . . . He had been with the United States Theatre for a number of years.

BODY OF VALENTINE SCHAUCK, 69, retired braid manufacturer was found in a Westwood theatre a short time ago. . . . The skull was fractured, nose broken and a gash in the neck. . . . At first it was thought Schauck might have met foul play, as it would have been impossible for the man to inflict such injuries on himself by falling on the heavily carpeted aisle. . . . Investigation of the prosecuting attorney, however, showed that Schauck had fallen among the seats in an epileptic fit. . . . Workmen are busy at the Regent Theatre installing new electrical systems. . . . News reels and "Skippy" were presented in the school auditorium of Wyckoff by the Parent-Teachers' Association of that town. . . . Proceeds are to be used for furnishing the teachers' restroom in the Wyckoff school.

WOMAN'S DIVISION of the John McCutcheon Republican League witnessed a film entitled "Opportunities" presented through the courtesy of the New Jersey State Rehabilitation Commission. . . . Alumni Association of the Christian school presented a motion picture in the auditorium of Public School No. 12. . . . Realizing that patriotism is the life blood of the nation, the Woman's Republican Club, of Glen Rock, presented a movie of George Washington, embodying the principal incidents of his active career.

**5,000 at Free Shows**

There has been an attendance to date of close to 5,000 at free movie shows for the unemployed, given Saturday nights in the Newburgh Y. M. C. A.

This enterprise does not appear to affect attendance in the theatres.

## Watching

**PASSAIC**Local Boy Makes Good and  
Some Unemployed Benefit

GREATEST collection of stage, screen and radio stars ever assembled on a Passaic stage participated in the benefit show for the unemployed at the New Montauk Theatre. . . . Harry K. Hecht, manager of the Rialto and Palace Theatres, and chairman of the committee in charge of the show, guaranteed the Municipal Relief Committee \$5,000. . . . Police Commissioner Abram Preiskel was treasurer of the fund. . . . Garry Voorman, manager of the Montauk, and a host of prominent business and professional men co-operated.

WILLIAM WEISS, son of a Paterson merchant, has been appointed manager of the Capitol Theatre (Warner Brothers). . . . He started with the company some years ago and has served them in Newark, Indianapolis, St. Louis and Washington. . . . Little Joan Voorman, daughter of the manager of the Montauk, was guest of honor at a little party at her daddy's Broadway home recently, in celebration of her fifth birthday.

MILDRED HARRIS CHAPLIN, first wife of the inimitable comedian, drew record crowds to the Rivoli Theatre, Rutherford. . . . Manager Lafayette was gratified at the fine response of the Rutherford audiences. "Powers that be" of Warner Brothers, Inc., made a tour of inspection of the Montauk and Capitol Theatres, their local interests, recently. . . . Garry Voorman, Passaic representative, showed them around. . . . In the party were W. Stewart McDonald, vice-president; I. J. Hoffman, assistant general manager; D. E. Weshner, director of exploitation, and Harry M. Kalmine, general zone manager. . . . Fire, breaking out at 4 o'clock in the morning, threatened the Capitol Theatre building last week, doing \$10,000 damage to three millinery, dress and lingerie shops in the big structure. . . . Three alarms were sounded, calling out most of the local fire department.

**One Hudson Valley Week**

Academy, Publix's "A" in Newburgh, is the only theatre in the mid-Hudson region presenting week's runs, and is doing well. Broadway, other Newburgh Publix house, changes three or four times a week.

**Sidney Lehman Moves**

Manager Sidney Lehman, Hastings Theatre, and Mrs. Lehman have removed from New York City and have taken up their residence in Wittman Park, Hastings.

**Timely Jap Short**

"The Sino-Jap Curse—Manchuria" is the title of the short, two reels in length, that First Division, "the world's leading independent," is distributing. This cashes in on the spot news of the day, with Norman Brokenshire contributing the vocal observations.

It is an added attraction that should save many a weak feature.



## FILM NEWS NOTES

From  
**HOLLYWOOD**

By  
**JOE BLAIR**

Western Correspondent

1044 N. Martel Ave. Hempstead 5982

THE IDEA of our executives here hiring Eastern authors and London playwrights to come to Hollywood with all their expenses paid and received with open arms upon arrival and establishing them in elaborate studio office suites to write originals for the screen, so far has been a failure.



Joe Blair

returned without fair perusal.

That propaganda about a shortage of stories for the screen is just plain "hooney."

**BEN LYON** scores with a sparkling performance in Constance Bennett's latest picture, "Lady With a Past," which E. H. Griffith directed for RKO-Pathé release. The picture is fine entertainment and another winner for Harry Joe Brown, associate producer of the production.

**EDWARD CRONJAGER** will photograph "The March of a Nation," which Howard Estabrook wrote for Radio Pictures. Cronjager is responsible for the beautiful photography of all the Richard Dix pictures. His camera caught the beauty of the sets in "Cimarron" and won this year's Academy Award for Max Ree for the year's best Art Direction. By the way, one of the major studios here is far behind on their art department and what a great improvement as art director Max Ree would make in their product.

**CLAUDIA DELL**, former Follies beauty, served as Tom Mix's leading lady in "Destry Rides Again," which Ben Stoloff directed. Earle Fox and Stanley Fields, two of filmdom's most popular villains, provide "menace" for Mix in his first Universal talking picture production. Dan Clark, ace cinematographer, is photographing the Mix series.

**CONSIDERABLE SPECULATION** exists regarding George O'Brien's future affiliations since the recent expiration of his Fox contract. While we disclaim any great supernatural prognosticative powers, it is our guess that O'Brien will continue with his former employers. Despite the fact that all slipshod methods of production ever used was handed to George and his pictures, he still retains a huge following among exhibitors and fans.

**BOB STEELE**, Tiffany star, has completed his latest Trem Carr western production, "Riders of the West," which Robert North Bradbury directed.

## Dempsey's Grosses

With Jack Dempsey hanging up a new indoor record for Chicago boxing, "Lure of the Ring" stands out as a nifty sport short for all types of houses. The Manassa Mauler is still heavyweight champ at the box office. First Division, "the world's leading independent," again distributes.

**SAM BISCHOFF**, boss of the Tiffany Studio in Hollywood, is on the glory road. His first effort for Tiffany was that dandy little picture, "X Marks the Spot." He has just come across with another winner in "Hotel Continental," an original story by F. Hugh Herbert and Paul Perez; Christy Cabanne directing. If Bischoff continues to look not to the right or left, but straight ahead, as I believe he will, we will soon hear of many more triumphs for Tiffany.

**METRO-GOLDWYN-MAYER** sent out notices that Marcel De Sano was to direct "The Red-Headed Woman." In our stand for better pictures, this columnist sometime ago printed a criticism of the De Sano assignment. Now comes the announcement that De Sano is being released by MGM. Someone else will direct "The Red-Headed Woman." We dislike very much to see anyone lose his job, but the present chaotic unemployment condition in Hollywood and the distressed state of exhibitors throughout the country, would never have taken place if more thought and care had been given to production assignments.

**FRANK LLOYD** has just been signed to a long-term contract by Fox Films, according to an announcement. Well! we called this turn three months ago when we predicted in this column that Director Lloyd would sign with Fox. Heaven forbid! We are becoming a Walter Winchell, in patting ourself on the back. . . . Anyway, Director Lloyd's first picture for Fox Films will feature Elisa Landi. And that's that.

**NATALIE KINGSTON**, former Mack Sennett comedienne, is finding her services again in demand. The gorgeous Natalie has just completed a lead opposite George Byran in "Hobby's Last Chance," which Del Lord directed for Mack Sennett's Educational release.

**RICHARD THORPE** is Hollywood's foremost state-right director. This young man has directed more independent features than any other individual in pictures. He is sure-fire—that is why independent producers hire him. If he were to deliver failures, no one would engage him. He is working constantly. At present, Thorpe is directing the Chesterfield production, "Escapade," which features J. Farrell McDonald, John Darrow, Sally Phipps, Matty Kemp and others.

**PHIL WHITMAN**, who directed Larry Darmour's latest feature hit, "Air Eagles," has won a contract with Universal because of the success of this picture. He is now completing the direction of "The Stowaway," from the pen of Norman Springer, author of "The Blood Ship."

## New Knapp Screen

Apollo, Beacon's new theatre, is using a new screen developed by David E. Knapp, that city, under the recently issued Crawford patent.

## Watching

**MONTCLAIR**  
Smiles and Hey, Leo and Newc—Look at Bill!

**SMILES** on every hand. . . . Smiles by Carlton Neithold, Bellevue, as his MGM first-run contract clicks. . . . Smiles by the Bellevue's owners, Rubin, Rosenheimer and Rapp, as the reopened Broadmoor clicks in Bloomfield. . . . Smiles by Bobby Clark as the dear public goes for the ballots in his "Week of 1931 Hits" scheme, designed to fill a week in March, with six films (daily change) brought back by popular demand.

**SMILES** by Al Barber as the Montclair does business on a combination policy (his hunch) though nearby Newark is now the most vaudevillized town in the land. . . . Renewed activity at Montclair attracts many prospects for stock, precipitating a dicker between Hunter Williams, producer, and Warner Brothers, lessees of the theatre. . . . No fruit as yet. . . . Smiles by Dick Hill, Warner Brothers district manager, and Bill Freeman, "Montclair Times" editor, as they climb through the snowdrifts on the West Orange golf course. . . . Smiles by Chris Hinck, who, from a quiet villa at Nice, informs your correspondent that a life of ease lives up to all the claims made for it. . . . Smiles by Bill Freeman as he prepares to put his brain-child "Two to New York" (a clever magazine circulated on the de luxe De Camp buses) on a weekly basis. (Ed. Note: Wait until Miller, Newcomb and Miller get a load of this). . . . Smiles by all as the Montclair Better Films Council, which looked like a headache for a time, seems likely to take a reasonable attitude making few demands.

## Want Censored Films

Censored films for children were urged at a meeting of the Parent-Teacher Association of a Yonkers school, at which a number of educators and parents spoke. It was pointed out that literature was graded at which it is believed beneficial for reading. Cinema entertainment should be similarly graded, Thomas P. Kelly, Ph.D., principal, Ben Franklin School, Yonkers, declared.



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STRAND - SHREVEPORT • PARAMOUNT - GULFPORT • SAENGER - BILOXI • PARAMOU  
CAMEO - BRISTOL • MAJESTIC - PROVIDENCE • STATE - SCHENECTADY • CAPITOL - I  
RICHARDSON - OSWEGO • MAJESTIC - HORNELL • BABCOCK - WELLSVILLE • STRAND  
INDIANA - MARION • GRAND - TERRE HAUTE • INDIANA - RICHMOND • MARS - LAFAY  
FOX - MERIDIAN • CAMEO - BRIDGEPORT • CAPITOL - MIDDLETON • STATE - SOUTH  
GRAND - LANCASTER • LINCOLN - TRENTON • BUTLER - BUTLER • WARNER - MORGAN  
IMPERIAL - AUGUSTA • PALACE - BRADENTOWN • EDWARDS - SARASOTA • HOWELL - I  
IMPERIAL - ASHEVILLE • STATE - GREENVILLE • CAROLINA - FAYETTEVILLE • PARAM  
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## Watching

**B U F F A L O**

Paul Darling Arrives and  
Jules Will Go to Convention

With Mary Ann

PREVIEW of Vitaphone's "Washington—The Man and the Capital" was held at Shea's Elmwood Theatre. . . . Screening was arranged for the benefit of the Women's Clubs of Buffalo. . . . Michael Shea, Vincent McFaul, Chairman Chase, Buffalo Washington Bicentennial Committee, and newspapermen were also present. . . . Various committees were very enthusiastic about this reel. . . . Leo Dowling, manager, Lyric Theatre, Syracuse, drove into Buffalo to book. . . . Everywhere Leo was received with a smile.

ROBERT SMELTZER, district manager, Warner Brothers, visited the Buffalo exchange a few days ago. . . . Mrs. and John Sitterly, Warner Brothers, had as their guest Mrs. Archie Moses, Syracuse. . . . Archie, before his death, was connected with Select Pictures Corporation as manager. . . . Freddie Bellinger, former popular member of Shea's Buffalo Symphony Orchestra, is featured at the opening of the new Carkey Theatre, Carthage. . . . George King, manager, Lyric Theatre, Binghamton, has changed to double features.

BEN DITTRICH, owner and manager, Lyric, Endicott, visited film row recently. . . . George Skouras and Don Jacox, Skouras home office, have been visiting their newly acquired theatres in this territory. . . . Ephriam Bettigole, manager, Kenmore Theatre, has been donating half the proceeds of the sale of advance tickets to welfare organizations in his community. . . . Sid Stein, former salesman, Paramount, had been out of the film business for the past four years, but he is now manager, Circle Theatre, Buffalo, doing a good job. . . . Jules Michael, chairman, Motion Picture Theatre Owners, and Henry Seilheimer, state tax collector, are planning to fly to Washington to the M. P. T. O. A. convention. . . . Jules is planning on a "round-table" get-together with New York State Representatives and Senators as honored guests. . . . Bob Alberts, manager, Alberts Theatre, Lancaster, is also planning to attend the M. P. T. O. A. convention. . . . No doubt Bob will also fly there. . . . Ida Southall, former president, Federation of Women's Clubs, through which connection she became well known to the film colony, died recently of pneumonia. . . . Marcus Myers, Liberty Theatre, Rochester (Schine), visited Buffalo and paid his respects to the M. P. T. O. and many film exchanges.

ANDREWS THEATRE, Salamanca, has reopened. . . . Regent and Capitol Theatres, Rochester, have adopted the double-feature policy, former using Paramount first runs, and the latter Warner Brothers. . . . Shea neighborhood theatres here in Buffalo are also playing double features, with the Roosevelt, Seneca and Bailey first to adopt this policy. . . . A. C. Hayman, president, Lafayette Theatre, Buffalo, is sojourning in Florida, and George MacKenna, as usual, is burdened with all the responsibilities. . . . Wm. O'Neill has resigned as manager, Strand Theatre, Niagara Falls. . . . Harry Swerdlove, popular representative for the Theatrical Premium Company, enjoyed many compliments on his new car for at least two weeks.

## Paramount-Publix Meeting

Directors of Paramcunt-Publix Corporation met recently, but no announcement was made regarding the common dividend, usually considered at that time. The company has been paying \$2.50 annually in stock. Austin C. Keough, general counsel, was elected to the board to fill a vacancy. He was also made secretary of the company.

## Watching

**U T I C A . . .**

Sobel-Sternberg Suit and  
Lots of Price Cutting

With Harry

UNDER A NEW POLICY just adopted by the Avon Theatre, Utica, programs will be changed twice weekly, Saturdays and Wednesdays. . . . Utica Theatre had added stage attractions to its policy. . . . Latter part of the week vaudeville acts will be on the program.

MANAGERS of the Smalley chain of theatres, meeting recently at Cooperstown, heard William C. Smalley, owner of the circuit, tell about plans for the twelfth annual employees' contest. . . . These managers attended: George A. Miller, Hamilton; Harold L. Richardson, Fort Plain; Walter A. Smith, Cooperstown; Edwin Russell, Johnstown; Phil Schietterer, St. Johnsville; Harry L. Giladotte, Norwich; W. T. A. Webb, Sidney; Earl St. John, Walton; Carl Wheeler, Delhi; Wesley Teft, Stamford. . . . New State Theatre, Carthage, formerly the Hippodrome, has just had another opening. . . . Picture and stage attractions are included in the new policy.

ALL THE Utica neighbors have joined in adopting a uniform schedule. It includes a reduction. . . . Here's the rates: Sundays, 1 to 6 p. m., 10 cents to all; other times, 6 to close, 20 cents. Two suits are involved in the matter of the Park Theatre, Camden, with Eli Sobel and Joseph Sternberg, owners of the Avon Theatre in that village, co-defendants in one action and co-plaintiffs in the other. . . . Sobel and Sternberg have sued James LeRicheux, owner of the Park, for \$1,300 to cover the rent of the space occupied by a doctor for a sign in front of the building and \$200 because of an unventilated toilet. . . . Later, LeRicheux started action against the two men to recover \$900 for rent claimed to be due, or vacate the house.

POLA NEGRI is due here soon. . . . Also Helen Kane. . . . Michael Shea presented a check for over \$5,000 to the Mayor's Unemployment Relief Committee for the benefit of the unemployed, proceeds of the midnight show at the Shea Buffalo Theatre. . . . Shea's Buffalo has tied up with a local bakery and is giving away a snappy Chevy roadster now on display in the Shea Buffalo lobby. . . . Winners are announced from the stage. . . . Paul Whiteman visited the Buffalo Shea Hippodrome, with the "News" sponsoring auditions in the theatre through which he seeks kid talent. . . . He had a big week. . . . Morton Downey should be here

## Watching

**S Y R A C U S E**

Harry Shaw Subscribes To  
New Ideas for Kiddies

With I. S.

WITH MAYOR ROLLAND B. MARVIN as guest speaker, Loew's celebrated its fourth anniversary February 19. . . . Affable "Rolly," evidently fearful that he might be accused of partiality in his address, singled out Olsen and Johnson, heading the current bill at the opposition Keith house, for laudatory comment and then closed by advising his auditors to invest in Loew's, Inc., in Syracuse. . . . which was something of a pay-off in a couple of ways—his honor having recently cut the salaries of all city employees at least 10 per cent. . . . Jump from a 25-cent movie house to the most ornate night club in Central New York was made last week by Jack Kneeland and his Hollywood Scampers, who left the Eckel to provide music for the Dewitt, Julian Brown's expensive venture, which has just come under the directorial hand of Samuel Trupin.

WHIM OF FATE gave Leo Rosen, Strand manager, a great news break when the climactic moment in "The Hatchet Man" was paralleled in real life. . . . In the film Edward G. Robinson lets fly a tong hatchet. . . . Locally a fireman, swinging an ax at a fire, sent it through a partition to strike District Chief Henry R. Yeomans in the skull. . . . Papers noted the parallel. . . . Raymond B. Jones, Paramount manager, will remain at the helm of the local house, his pending transfer to Rochester having been cancelled. . . . From the West Coast came Miss Betty Anderson, of Long Beach, Calif., to marry E. Marshall Taylor, executive director for the Central New York Theatres Corporation, Skouras' operating company here. . . . Gus W. Lampe, Eckel manager, and Mrs. Lampe, and M. E. Saunders, of Salt Lake City, formerly associated with Taylor on the Coast, were attendants. . . . Joseph McConville, Columbia division manager, Boston, and Charles Johnson, Columbia's Albany executive, have been in town for booking conferences at local Skouras headquarters. . . . Bill Tubbert, Keith's, has made a Hearst tie-up, providing radio programs for Onondaga County Sanatorium from current acts. . . . Youngsters, dodging the box office to slip into Loew's without pasteboards are meeting a new punishment. . . . Instead of calling the wagon or indulging in a fatherly talk, Harry Shaw is putting them to work. . . . Last week a bunch of kids were provided with shovels and mops and worked several hours in boiler room and mezzanine.

soon—some time in April and it ought to be a big week. . . . John Carr, manager, Hippodrome, has been confined to his home for the past few days with a slight cold. . . . Charlie Baron, U-A exploitation representative, was in town the other day, putting over a swell campaign on "Arrowsmith." . . . Warners aided the showing of "The Man Who played God." . . . Special preview in the Elmwood Theatre for celebs.

PAUL GREENHALGH, dashing young trade magazine representative, caused many thrills and heart flutters among the femmes of Film Row when he visited Buffalo recently. . . . Meanwhile, back in Philadelphia languishes a far more attractive young man, connected with the same publication.



Watching

**R**OCHESTER

Dave Nolan Is Weary and Harry Royster May Move

With Eeaitch

CITY MANAGER HARRY ROYSTER expected to go to other fields for Publix as soon as Eastman Theatre business is completed, March 1. . . . Not known yet if further shake-up intended. . . . Likelihood Manager Robert E. Hicks, Century, will be in charge in Rochester. . . . Leonard Campbell is re-elected president of the Rochester Musicians' Protective Association. . . . News editor Dick Curtiss, of the "Democrat and Chronicle," is back from Atlantic City honeymoon. . . . Darrow film ran three weeks at the Little. . . . Swanky clubs are reported letting down the bars if applicant has the dough. . . . Earl Carroll's Vanities coming to the Lyceum, March 4-5. . . . Art Kelly scheduled to return as publicity director of the Eastman and Bill Corris, former manager of the Lyceum, mentioned for manager. . . . Hughie Barrett, former m. c. of Loew's Rochester, who successfully sued when fired, is back in town with a new song, "You're Growing Weary of Me." . . . Manager Dave Nolan was weary a long time ago. . . . Manager Harold Raives is trying occasional double features at the Regent. . . . Century gave away one radio to lucky ticket holder and Loew's Rochester came back with three giveaways the following week. . . . Sound effects added to "Big Parade" proved little draw and new flicker was brought in day ahead at the RKO Temple. . . . Chester Hale Girls from Loew's Rochester helped "Cherry Pie Week" by baking some at the Hotel Seneca with accompanying publicity.

**NEW WORK** relief plan in Rochester whereby every able-bodied man must work for the city and then is paid in cash is expected to show up some in the theatres. . . . Well known that the needy are as hungry for movies as food and usually find a way to squeeze out price when they are paid money.

**Paterson Lefkowitzites Meet**

Manager Joseph Lefkowitz, Regent Theatre, Paterson, N. J., recently organized the Regent Theatre Employees Social Club.

Recently they gave their first annual dinner at the Robin Hood Inn, Clifton, N. J., with Charles L. Dooley, district manager, of the Warner theatres, as guest.

Those present included: Meyer Phillips, assistant manager; Carl Benjamin, William Rhodes, George Brickman, William McCann, Howard Fritsche, Ray Fritsche, Robert Hanlon, Clarence Christie, Harry Phillips, Robert Meek, William Chambers, Joseph Porter, Floyd Gould, Saul Sadurs, Joseph Durgett, John Dosso, Maurice Lefkowitz, Peter Van Roon, Edward Zanetti, Lou Zacker, Samuel Dunkle, Michael Cielo, Michael Polcer, Charles Bianchi, Walter Penney, Harry Curtis, Samuel Krackman and Joseph Labash.

**Fitzer Denies**

Denial that Mitchell Fitzer, one-time lessee of the Empire, Syracuse, now the Dewitt, is angling for the house again has come from the Fitzer headquarters. Fitzer has the Rivoli and is interested in the Swan.

**C. C. Burr Back**

C. C. Burr, who gave Johnny Hines his start, is back in the independent production game. Already he has begun work on "The Midnight Patrol," with a cast that includes Regis Toomey, Betty Bronson, Mary Nolan, Earl Foxe, Robert Elliott, Edwina Booth, Edmund Breese, Mischa Auer, Franklin Pangborn, Ray Cooke, Snub Pollard and Mack Swain, many of whom are making their debut in independent production in this story.

Furthermore, to cap it all, James J. Jeffries and Tod Sloan will give a sporting angle to the picture.

First Division, "the world's leading independent," will distribute the picture in this territory.

**Monogram Convention Sees Bright Future Hope**

*Increase in Product, Good Financial Condition Highlights*

Second annual convention of the franchise holders of Monogram Pictures Corporation, held in New Orleans this week, finds the company facing the future with optimism.

Reports of the president, W. Ray Johnston, showed that 22 out of the announced 28 Monogram Pictures for 1931-32 had been completed or in work.

President also reported that over one-half of the exchangemen had exceeded the sales quotas set at the beginning of the year, some of the exchanges having passed the mark by 50 to 59 per cent. Nationally, the exchanges as a whole, in combined totals, have exceeded the quotas set by the parent organization by approximately \$880,400 on the year to date, with three months yet to go.

Treasurer's report submitted to the meeting showed the company in excellent financial shape and the treasurer stated that a suggestion would be made to the meeting that the stock be put on a dividend paying basis for the year. The treasurer further stated that the bank loans of the corporation had been paid off in full on February 1, leaving the company in excellent shape to borrow funds to go ahead with its 1932-33 program.

Committees were appointed for the re-zoning of the different territorial divisions to conform more nearly to the lines used by the national companies and a committee appointed to handle the re-assessment of percentages to be paid by the various franchise holders to conform to the new territorial divisions.

Among those attending from the local territory were W. Ray Johnston, Harry H. Thomas, Otto Lederer, Morris Epstein, J. Berkowitz, Buffalo; B. H. Mills, Albany; Al Fiedler, J. V. Ritchey, George W. Harvey and A. K. Goodman.

Watching

**E**LMIRA

Carkey Resigns and Minozzi Makes Good at Regent

With Jay

L. J. CARKEY, manager, Strand, has resigned to take management of a house at Carthage. . . . He has been replaced by N. J. Banks, formerly of Jamestown. . . . Central Trades and Labor Assembly, of Elmira, has adopted resolutions opposing a suggested federal tax on theatre admission prices above 10 cents. . . . Community sings, inaugurated by Manager Tony Minozzi, Regent, as a feature of the Sunday and Monday night bills at that house, are packing them in. Mooney Lovitch leads and local talent appears.

I. J. HOFFMAN, Jim Bernhart, Skip Weshner, J. P. McDonald and Louis Lazar, Warner Brothers' executives, inspected the Keeney, Strand and Regent, Warner houses, February 20. . . . Regent hereafter will make three changes a week instead of four. . . . Keeney has dropped Universal News for Fox Movietone. . . . Ministers and educators were guests of Manager Harry Watts, of Keeney's, at a pre-showing of "The Man Who Played God," February 21. . . . John Golden is trying to lease a picture house to present "As Husbands Go," following its Chicago run. . . . The Regent has added a barker to ballyhoo its double bills.

**Screen Brightness Studied**

Sub-committee consisting of J. J. Hopkins, F. H. Richardson, S. Glauber and P. A. McGuire has been appointed by the Society of Motion Picture Engineers to make an elaborate study of screen brightness. The committee will conduct a series of tests in New York theatres to determine what the actual existing conditions are as regards screen brightness and to determine what values of screen brightness are conducive to good projection.

**"Wild Women" at Cameo**

"Wild Women of Borneo" gets its first local showing at the RKO Cameo.

Local observers say the women are so wild even Minsky wouldn't book them for Broadway. At any rate, it's another exploitation natural from First Division, "the world's leading independent."

**American, Yonkers, Foreigns**

American Theatre, Yonkers, is going in heavily for the showing of pictures in foreign languages.

Two-day showing of a German film attracted large crowds.

Theatre recently, for the first time in Yonkers, showed a film made in Italy and with an all-Italian cast.

**Taylor Stays**

E. Marshall Taylor, in charge of up-state Fox houses, will remain at the Syracuse helm in spite of rumors that the appearance in Syracuse of the Skouras brothers indicated his removal. Don Jacox's presence in the city, taken as meaning that he would succeed Taylor, was explained as in connection with booking matters.



### **Syracuse Breast Bits Banned**

Charles K. Wilkes, chief inspector of Syracuse public assemblies, played a role of the hard-hearted villain in the Swan, north side neighborhood house, when he received orders to clear the theatre of babes in arms. Babes not only in arms, but at breasts, had roused the ire of the Syracuse Federation of Women's Clubs, which, through its Motion Picture Committee, filed law violations charge.

Federation claimed it found children as young as eight in the house unescorted, aisles and vestibules of some houses crowded with children and lack of proper ventilation a health menace.

### **Vital Problems To Be Discussed by M. P. T. O. A.**

*Jack Miller Speaks on Score and Service Charges*

Music tax and copyright law will occupy a conspicuous part in the discussion at the coming convention of the Motion Picture Theatre Owners of America, Washington, D. C.

Sessions will be held at the Mayflower, March 14, 15 and 16.

Score and service charges constitute another contentious problem. This discussion will be led by Jack Miller, Chicago, head of the Chicago Exhibitors Association and a national director of the Motion Picture Theatre Owners of America. Miller is especially adapted to handle this subject, as he has given it a great deal of attention.

A very extended program has been arranged for the three days.

### **Gilbert Squawks**

Harry Gilbert, owner of the de luxe neighborhood, Syracuse Riviera, has obtained a show cause order to force a reduction in the assessed valuation of the South Side house from \$103,750 to \$59,250.

### **Believe It, Etc.**

An authenticated story published in the Newburgh press concerned a couple whose daughter was very ill. The attending physician wrote out a prescription, but the parents said it was useless for him to leave the prescription, as they lacked money to get it filled. The kind-hearted medico handed over a dollar to help them out.

That evening he and his wife attended a motion picture theatre, and the parents of the sick girl sat in front of them. The girl did not get the medicine, because the parents used the money to go to the show; but, nevertheless, she is recovering.



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**MR. SALES MANAGER •**

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Wouldn't you like to get the principal independent exhibitors and the executives of the leading circuits all into one room where you could demonstrate and impress your service to the industry?

That's just the opportunity you are offered if you were fortunate enough to be invited to participate in the Theatre Equipment Exhibition and Demonstration to be held at our annual conclave.

We like to be startled by the new and the unusual—So! If you have not been invited and have something you wish to show us—communicate with our Secretary at once.

All prominent firms will exhibit.



**12th ANNUAL CONVENTION**

**M. P. T. O. A.**

**MAYFLOWER HOTEL**

**WASHINGTON, D. C.**

**March 14-15-16**

**Make your reservations NOW!**

**National Headquarters: 1600 BROADWAY, NEW YORK**



### Orange Favorites

Syracuse University seniors in a poll conducted by the "Orange Peel," undergraduate publication, voted "The Champ" the current season's outstanding cinema and named "Frankenstein" as the worst. Robert Montgomery and Clark Gable were named as favorite actors and Greta Garbo and Ruth Chatterton as favored actresses. Eugene O'Neill won the vote for the playwright, and his "Strange Interlude" easily copped the play title.

## Pettijohn Answers Attack Of Brookhart on Films

*Says It's "History of Every Exaggerated and Distorted Criticism"*

While Senator Brookhart was urging Federal investigation of the motion picture industry, Charles C. Pettijohn, attorney for the Motion Picture Producers and Distributors of America, Inc., characterized the Senator's talk as a history of "every exaggerated and distorted" criticism uttered against the movies in the past ten years.

Pettijohn emphasized the influence of "disgruntled and unsuccessful members of the picture profession" who are alleged to have inspired Brookhart's request for a Federal investigation of the film industry.

Brookhart, in his speech before the Senate, insisted that the movie industry is exploiting gangsterism and prostitution. In urging Federal investigation and regulation of the motion picture industry, Brookhart further emphasized the need of his bill, calling for such regulation, by declaring that the film industry "not only is unregulated, but has been permitted by a supine government to be successfully monopolized."

### Seeks Investigation

Brookhart's resolution would direct the Senate Interstate Commerce Committee to investigate the industry on eleven points.

Among these points are alleged attempts by big combines to suppress competition; activities toward monopoly through unfair conditions placed on independent distributors; the degree of diligence shown by the Justice Department and the Federal Trade Commission in prosecuting alleged anti-trust law violations; methods of financing the large film companies, and the effectiveness of the so-called Hays morality code.

Brookhart's bill would prohibit block booking and zoning and "protection" plans, which he says discriminate in favor of first-run houses operated by the producers. The film companies would also be required to furnish distributors with synopsis of films before the latter contracted to accept them.

Pettijohn, in a sweeping condemnation of Brookhart's bill and speech, said:

"There is nothing new in Senator Brookhart's latest attack on the motion picture industry. It was inspired by a few dis-

## "County Fair" Is Ready for You



And Marion Shilling, Hobart Bosworth, Ralph Ince, William Collier, Jr., and many others are featured in Monogram and First Division's latest.

satisfied gentlemen in the business who, in my opinion, have deceived and misled him.

"His speech presented a painstaking and thorough history of every criticism true and untrue, distorted and exaggerated that has been uttered against the movies in the past ten years. What has been said in praise of the movies and the progress they have made in that time would make a much larger and more illuminating volume.

"The motion picture industry has no objection to a Senatorial inquiry. Like all other forms of American business, we have our problems, which we are making every effort to solve.

"Right now the motion picture industry, in common with other great American industries, and our Government itself, is going through a serious economic transition. It must seem to even a casual observer that this is a poor time to subject our industry or any other industry to needless harassment, or to spend the taxpayers' money to enable a few disgruntled and unsuccessful members of the picture profession vent their spleen before a Senate committee.

"The personal charges quoted by Senator Brookhart are absolutely unfounded, and I do not believe that any member of the United States Senate would have repeated them had he not been grossly deceived as to their origin and accuracy."

### King Helps Bingo

Manager George W. King, Lyric Theatre, Binghamton, was one of the first Bingo theatre managers to come forward with an offer of benefit performances for the Broome County Humane Society. He presented "Pagliacci," grand opera in sound.

## New Battle On Sunday Movie Argument Looms

It's all quiet along the picture front at Binghamton, but a number of merchants, especially those who do considerable business on the Seventh Day, have expressed their views on the possibility of another battle in the City Council in the matter of Sunday talkies.

Proprietors of soda fountains, drug stores, candy stores and restaurant managers as well declare Sunday movies was one of the best stimulants for Sunday business Binghamton ever experienced.

Councilmen remain silent on the question, but with a Council majority of so-called "rabid reformers," comprised mostly of church pillars from representative denominations, those in close touch with the situation look for something akin to fireworks when the new Council-manager form of government has had its shakedown cruise.

The Council minority is sitting tight, as one of its members has expressed the situation, with a view to allowing the majority to make the first move. Seventh Day pictures were obtained at Binghamton over plenty of protest on the part of church heads and resolutions from various congregations, not to mention a taxpayers' injunction from a member of a prominent local church, which was promptly disposed of by Supreme Court justice.



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Pity Poor Harry

Harry F. Shaw, manager of Loew's State, Syracuse, has a traveling bag for sale cheap.

Managers delegated Harry to purchase a suitable bag for presentation to another local manager whose transfer was announced. Harry filled the assignment, spending \$35.50 for the bag and initialing with gold letters.

Before the presentation could be made, and before Harry could collect, the transfer order was rescinded. So Harry has the bag and the store will not take it back nor will the managers kick in with their pro rata donations.

Ed. Note: Lay odds it won't go to waste.

## Stage Wedding

Management of the State, Middletown, has arranged for the wedding of a local couple on its stage, February 28. An advertisement in the local paper invited couples to apply as candidates, and several did so, but the first got the honor.

## Rochester Doubles Click

Capitol Theatre, Rochester, which took a nose dive after series of bad films, is making an excellent comeback since installing double features. It has been lucky in getting better flickers, so is not only bringing back regular patrons, but plenty of others, too. In addition, it put on Buck Jones as stage single in connection with his picture, thus drawing unusual publicity. A one-night-a-week book handout has brought added attention. Managing Director Albert Kaufman and Acting Manager Truman Brizee have worked hard to put the house back in the profit class.

For Nyack's official celebration of the Washington birth Bicentennial, use of the Rockland was tendered by Manager Henry Lowry.

## Fire Department Aid

Members of the Beacon Fire Department, which is to entertain the Hudson Valley firemen's convention in June, are adding to their expense fund by selling tickets to the Paragon Theatre on which Manager Ginsberg allows them a commission.

Following the vaudeville program in the Peekskill Theatre, a girls' dance elimination contest was held one evening, with a men's elimination the next evening.

## Chain for "Hatchet"

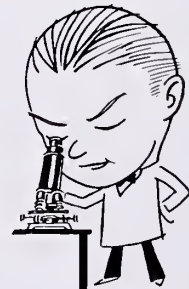
Joseph W. Feldman, advertising and publicity director of Warner theatres in the Albany district, hit upon a new use of the "chain letter" idea for "The Hatchet Man," when it opened at the Strand Theatres, Albany and Syracuse, and the Stanley, Utica. The letter called attention to the Robinson picture at the theatre and asks that the receiver send copies of the letter to nine friends—and here is where the punch comes in, which brought in the business. The last paragraph of the letter advised that if the nine friends come along and buy their tickets at the same time, the writer of the letter will receive his or her ticket to the show free of charge.

## "Hound" Coming

"Hound of the Baskervilles," with a six weeks' radio broadcast now in progress, will be released simultaneously in key spots all over the country. The radio bally will plug the picture at the conclusion of the series. The dialogue is by Edgar Wallace, story by Sir Arthur Conan Doyle, and distribution is from First Division, "the world's leading independent."

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Maintenance of theatre equipment requires the services of expert mechanics who have adequate tools with which to do their work efficiently. Sound picture projection now demands positive precision in the repair and adjustment of working parts. . . . National mechanics are factory trained experts, outfitted with the latest scientific tools for adjustment and testing of delicate mechanisms. They use only GENUINE REPAIR PARTS and parts are replaced only where necessary to insure perfect operation. Knowing how to do their work, they consume less time in doing it. The result is ECONOMY for you! Send your mechanical troubles to us. It will insure your satisfaction.

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**2,789 Plus Eight**

RKO Temple, Rochester, conducted a word contest in connection with sound version of "Big Parade." Idea was to make as many words as possible from the title with \$10 prize. Put over by the "Democrat and Chronicle," the contest brought 2,789 replies. Previous week a similar contest with the "Times-Union" brought 300 replies. Hav Nash, publicity director, bet 8 new hats the "D. & C." would double that number.

Boy Scouts, Highland Falls, were guests of Peter Bekeros, City Theatre, at a special film showing.

**Smalley's Prize**

Bill Smalley, Smalley chain, offered prizes for the best posters drawn by students at the Fort Plain School, in which town he has a theatre. They were won by Leone Baxter and Betty Park and were on exhibition in Smalley's Fort Plain theatre lobby. The posters exploit "Manhattan Parade," and Smalley is so pleased with the result that he will make the prize an annual feature all along his chain.

**Publix Cipher Ads**

Publix cipher ads are now the rage in Asbury Park, where the houses tie up with the daily, giving 15 pairs of guest tickets to the theatres every day.

**"Passion Play" Squawk**

Considerable opposition developed to the advertised showing of the "Passion Play" at the County Center, White Plains, by a number of Jewish rabbis. Despite the opposition, the film went on as scheduled.

**Cans in Hastings**

More than 800 cans of food were donated to Mayor's Relief Committee, Hastings, by Sidney Lehman, manager, Hastings Theatre. Lehman gathered this store of food supplies for the poor at a benefit matinee for children, at which the admission was a can of food.

**Air U-A Bally**

Number of noted aviators were in Yonkers for the preview of an aviation film at the Yonkers Public Strand Theatre. Among those who attended were: Frank Hawkes, Clarence Chamberlain, Colonel James Fitzmaurice, Clyde Pangborn, Bernt Balchen, Bert Acosta, Eddie Rickenbacker and "Casey" Jones. Joseph Schenck, United Artists, was also present.

In connection with the George Washington Bicentennial celebration, the Parent-Teachers' Association, Public School 13, Yonkers, sponsored two benefit performances at the Broadway Theatre, Washington's Birthday.

**Hurrah! Tubbert, Shaw**

William B. Tubbert, manager, Keith's, and Harry Shaw, Loew's, promise weekly entertainment to Clarence Hastings, the Kings Ferry youngster who has been kept alive in Syracuse City Hospital since September 18 last by a "tin lung" or Drinker apparatus. The boy, suffering from infantile paralysis, can live only by aid of the apparatus. Keith's and Loew's alternate each week in supplying entertainment from their bills.

**FREE!**

**FREE!**

Aluminate One-Piece Cement Well, with every order for one quart **2-in-1 FILM CEMENT** (at \$1.75) should be in every exchange and projection room

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**CRYSTAL BEADED**

**Thousands of Them!**

In use all over the World.  
 Perfect Light — Better Sound  
 Third Dimension—High Intensity at low Intensity Cost.

Most brilliant of them all.  
 Porous but not perforated—  
 Scientifically designed, reinforced sound pores.

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**Chromolit**  
**Sound Screen**  
**Non-Glare • Diffusive**

**94.6 Percent-New-Amazing**

Entirely new and revolutionary Sound Screen. Permanent non-yellowing whiteness. High reflection value (94.6%).

More light with less amperage. No fadeaway. No eye fatigue. Can be resurfaced . . . Sturdy, Strong . . . Durable.

Write for Sample

Convenient Time Payments.

*Beaded Screen Corp. Roosevelt, New York.*

*New York Office 47 W. 24th Street*



### Publix Pays Plenty

Uncertainty regarding future of \$3,500,000 Eastman Theatre, Rochester, finally ended by cancellation of lease to Publix. House has been closed for 10 months, with Publix paying \$4,000 a week rental to the University of Rochester. Operation over 26 months had cost Publix nearly \$300,000 and lease called for approximately \$2,000,000.

Terms of cancellation not given out, but reported to have cost Publix around \$1,000,000. University insisted on \$85,000 a year for support of Civic Orchestra and a share of the rental in order to operate the house on a profitless basis in connection with musical activities of the Civic Music Association.

Publix will continue to operate the Regent and Century. These were obtained under a separate lease at something over \$1,500 a week. Regent lease runs to 1935 and the Century to 1939. Neither is showing a profit.

### Beacon Gets "X-Examination"

The Beacon Theatre will give its first-run send-off to "Cross-Examination," with William V. Mong, H. B. Warner, Sally Blane, Natalie Moorhead and others in the cast. RKO bookings will follow.

First Division, "the world's leading independent," distributes.

### "Koran" Okay

Record-breaking business was reported by the RKO Proctor Theatre, Yonkers, during the week Koran played at the theatre. An elaborate publicity stunt preceded his appearance. The Yonkers "Herald" combined with the theatre in a question-and-answer stunt and published three columns of answers during his run in Yonkers.

### Perry Working Hard

Manager Fred Perry, Comerford theatres, Binghamton, has a new novel idea with which to plug featured attractions. His showing of Capitol Theatre hits during the past month or so has called for a considerable gain in patronage by broadcast circulation of book markers with feature attractions for several weeks in advance.

### Heads Columbia



Harry Cohn

Who is now the guiding director of Columbia, having become president recently. Working with him will be brother Jack, vice-president Walter Wanger, ad chief Bruce Gallop and sales manager Charles Rosenzweig, an impressive combination.

### Dave Says a Mouthful

Dave Kessler, dramatic editor of the "Rochester Journal," takes the case of the Eastman Theatre as an example of the failure of chain operation. After pointing out the numerous mistakes that drove away patronage in flocks, he says:

"Imagine an \$8,000,000 theatre manned and managed by the business end of 'push buttons' on desks in the New York office. Well, that is the motivating idea of chain theatre operation. That it will not and does not work is being evidenced. The Eastman case is merely a symptom of the deflation that will eventually disintegrate most of the present theatre strings, with the exception of those who wisely make their theatres more individual and give them competent executives."

### Hint Utica Change

All the employees at the Stanley Theatre, Utica (Warners), have been given their two weeks' notice, and all those same employees are up in arms as to what the move means.

There are all sorts of rumors, running all the way from change in management, lease, operation and whatnot to Skouras control.

E. M. Hart, manager, had nothing to say.

### Incorporations

Gloria Films, Inc., of Manhattan. To deal in motion picture films. Capital stock, 200 shares, no par value.

Motion Picture Accessory Corporation of Manhattan. To deal in advertising accessories for the motion picture industry.

Capital Foreign Attractions, Inc. of Manhattan. To deal in the motion picture business. Capital stock, \$20,000.

First Choice Pictures, Inc., of New York. To deal in motion pictures, etc.

Pleasure Pictures, Inc., of Dover, Del. To deal in motion pictures of all kinds. Capital stock, 2,000 shares, no par value.

Seaboard Theatres, Inc. Conduct theatres, music halls, etc. 2,000 shares. No par value.

Globe Investment Company of Wilkes-Barre. Operate theatre and amusement places. 7,500 shares. No par value.

National Film-Ad Service, Inc. General advertising business, \$5,000.

Photocolor Bondholders Syndicate, Inc., of Manhattan. To deal in motion picture apparatus, photographic business, etc.

### Bingo Tax Showdown

It looks as if there may be a showdown in Binghamton on the proposed increase of theatre taxation, which averages from \$275 to \$350 on weekdays and about \$400 on Sundays, when the number of rumors in circulation are taken into consideration.

Matter gained considerable prominence in local political and theatrical circles when the theory was advanced by local priest that churches be taxed, in view of the economic situation and resulting effort to keep the city-at-large tax rate down to the minimum.

### Rosen Saved

Testimonials from leading Syracuseans asking that the transfer of Leo Rosen, Strand pilot, to the post of city manager in Troy be reconsidered, resulted in the rescinding of the order.

### "Cross-Examination" Has Received Plaudits of Trade



H. B. Warner, Don Dillaway, William V. Mong, Natalie Moorhead and Edmund Breese, may be seen in First Division's "Cross Examination."



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Cross-Examination"—Suprema

H. B. Warner, Sally Blane, Natalie Moorhead, Edmund Breese, William V. Mong, Don Dillaway, Sara Padden, Niles Welsh.

Give another big hand to independent production. "Cross-Examination" doesn't have star names plastered all over it, but it gets high rating because a capable cast of players have contributed to an excellent yarn, one that deserves a place in the best of houses. The title is punchy, H. B. Warner is at his best, and the picture rates a lot of enthusiasm.

Estimate: Excellent independent production.

## "Dancers in the Dark"—Para

Jack Oakie, Miriam Hopkins, William Collier, Jr., Eugene Pallette, Lyda Roberti, George Raft, Maurice Black, DeWitt Jennings.

Two pals fight for a taxi dancer, Jack Oakie comes through with some appealing dramatics, Miriam Hopkins triumphs over lines, and Paramount has delivered another program gem in "Dancers in the Dark." Lyda Roberti makes her debut, quickens the tempo, deserves applause. So does Paramount.

Estimate: It looks as if Paramount is finally hitting its stride.

## "Beauty and the Boss"—FN

Marian Marsh, Warren William, Charles Butterworth, David Manners, Mary Doran, Frederic Kerr, Lola D'Aeril, Barbara Leonard, Lilian Bond, Polly Walters.

Apparently the script that was supposed to have won the Photoplay \$2,000 prize wasn't good enough, because "Beauty and the Boss" is taken from a stage play. Even the combination of the two hasn't proved successful. In its present form "Beauty and the Boss" can't mean much.

Estimate: Try, try again.

## "Discarded Lovers"—Premier

Jason Robards, Natalie Moorhead, Russell Hopton, J. Farrell MacDonald, Fred Kelsey, Robert Frazer.

A famous Hollywood actress plays with men. One tires and kills her. The rest of the picture tries to confuse the audience, but hardly succeeds. Just a murder mystery that may be rated fair, according to the inde standard.

Estimate: Fair inde.

## "Zane Grey's Adventures"—Lesser

A picturization of a trip taken by Zane Grey and party.

These fishing scenes and South Sea shots taken while the noted author was touring in the Pacific might be sold as an added attraction for any house. The monologue here is not up to the par set by the shots in the picture itself, but the Zane Grey popularity ought to be of value.

Estimate: Another travel story. Depends on the house.

## "One Hour With You"—Para

Maurice Chevalier, Jeannette MacDonald, Genevieve Tobin, Charles Ruggles, Roland Young, Josephine Dunn, Richard Carle, Charles Judels.

Score a walloping hit for Paramount and Chevalier! "One Hour With You" is big box office, should make all exhibitors happy, should please all audiences, and should restore a lot of confidence to the Paramount organization, what with another strong headline picture after "Shanghai Express." The Chevalier-MacDonald musical combination means plenty money.

Estimate: Whoopee and Ha-cha-cha!

## "Service for Ladies"—Paramount

English cast in Paramount-British made picture.

The silent was seen here as "The Grand Duchess and the Waiter." This talkic version is so good it might even get by across the pond, in domestic houses. It is a high rating British picture.

Estimate: American houses might easily get away with it.

## "The Devil Plays"—Chesterfield

Richard Tucker, Thomas Jackson, Carmelita Geraghty, Edmund Burns, Dorothy Christy, Florence Britton, Jameson Thomas.

An inde show that has a couple of murders to play with, and in the long run manages to keep patrons satisfied. As standard fare for houses it should be able to get by. There will be few complaints.

Estimate: Fair.

## "After Tomorrow"—Fox

Charles Farrell, Marion Nixon, William Collier, Sr., Josephine Hall, Minna Gombell, Greta Grandstedt.

Borzage's direction and the "Bad Girl" theme should make this likeable. It is human enough to cause favorable comment. Farrell is a bit better than usual and the down-to-earth theme should make for mass favor.

Estimate: Favorable.

## "Air Eagles"—All-Star

Lloyd Hughes, Norman Kerry, Shirley Grey, Matty Kemp, Otis Harlan.

An air stunt picture that packs a lot of thrills, carries plenty of interest and some laughs. Air-minded folk should go for it.

Estimate: A programmer, but not bad.

## "Are You Listening"—MGM

Bill Haines, Madge Evans, Anita Page, Karan Morley, Neil Hamilton, Wallace Ford, Jean Hersholt, Joan Marsh, John Miljan, Murray Kinnell.

J. P. McEvoy's yarn turns out to be good movie, ably directed, well acted by a cast headed by William Haines. The radio background is interesting, the triangle a bit different than others we see on the screen, and "Are You Listening?" is another creditable bit for Leo.

Estimate: A nice piece for exhibits to broadcast.

## "Tarzan"—Metro

Johnny Weissmuller, Neil Hamilton, C. Aubrey Smith, Maureen O'Sullivan.

Here are the double punches of "Trader Horn," magnified by a story background that is and always has been meat for the kids of the land. And action-grabbing adults will be more than pleased by the jungle thrills of "Tarzan." Then, too, the love angle hasn't been neglected, with Tarzan and the girl doing a fare-thee-well. Besides, there is a pack of dwarfs who should bring about cheers from the kids.

Estimate: A different kind of a show that should cash in.

## "The Monster Walks"—Action

Rex Lease, Vera Reynolds, Sheldon Lewis, Mischa Auer, Martha Mattox, Sidney Bracey.

The shocker cycle being pretty well washed up, "The Monster Walks" is presented as Action's contribution. But here we have no endeavor to make screen history, only an engaging independent production that shouldn't have any difficulty holding the attention of audiences who like the old-fashioned pre-talkie kind of movies. For a speedily made production, it should strike a fair average.

Estimate: Up to the Action standard.

## "Carnival Boat"—Radio

William Boyd, Ginger Rogers, Hobart Bosworth, Fred Kohler, Marie Prevost, Edgar Kennedy, Harry Sweet, Charles Sellon.

An action yarn, with big timber background that will be found pleasing by mass audiences. Probably not tuned up to the pitch of the big de luxers, but when the majority of the theatres play it, the audiences will be satisfied.

Estimate: Neat program.

## "Frail Women"—Twickenham

Mary Newcomb, Edmund Gwenn, Owen Mares.

English product of fair British standing. Adult plot situation would hit as much here as there.

Estimate: Just an English picture.

## "Blue Danube"—B and D

Brigitte Helm, Joseph Schildkraut, Dorothy Bucher.

Joe Schildkraut overacts abroad as much as he did. Outside of the music, this British product hasn't much to warrant its receiving attention.

Estimate: Low rater.

## "Road to Life"—Soyuzkino

An all-Russian cast.

Probably Russia's best in many a moon, and incidentally its high rating talker. Appeal is limited to Russian and art audiences, but use of English titles may help business. Story deals with regeneration of ragamuffins into useful citizens, with lots of propaganda.

Estimate: Nice production.



### Allied Meets March 8

Preceding the M. P. T. O. A. convention by a week, Allied will hold its annual convention in Detroit, March 8-10.

President Sidney Samuelson, Jersey Allied, is expected to be prominent.

## Companies Adopt Uniform Practice on Image Area

### Will End Wide Variation of Projector Apertures

Major motion picture studios and theatre circuits have adopted a uniform practice governing the image area on a 35 mm. film for photography and projection which will result in an important improvement in photographic quality.

This completes one of the final equipment changes in the transition from silent to sound pictures.

Companies which are putting the Academy of Motion Picture Arts and Sciences specifications into effect for forthcoming productions include: Columbia, Educational-Metropolitan, Fox, Hal Roach, Metro-Goldwyn-Mayer, Paramount, RKO-Radio, United Artists, Universal and Warner Brothers-First National.

Studio camera apertures will be immediately adjusted to photograph an image .868" by .631" on the negative, with center line .7445" from the control edge, to be correlated to theatre projector apertures .600" by .825", with center line .7380" from the control edge, the difference being necessary allowances for shrinkage and mechanical tolerances.

Specifications and instructions for adapting apertures, lenses and screen masks will be distributed to the projectionists of all theatres in the United States during the next two months.

The uniform practice will apply to all types of motion pictures made for exhibition in theatres and will supplant the different image areas used for disc prints, sound track prints and silent versions.

Principal advantages of the uniform practice will be that when equipment is adjusted to the specifications, movable lens mounts, sliding aperture plates and other adaptive devices may be dispensed with in theatres, the likelihood of cutting off heads and feet of characters on the screen will be reduced, and both studios and theatres will be assured that the full height of the photographed image will be transferred to the screen.

Projection of the picture image by the new specifications will result in proportions of approximately three by four in theatres with medium projection angles. The screen will appear slightly wider when the picture is projected from a low angle and slightly taller in theatres with steep projection angles.

### Fielding Travels Fast

Man giving his name as Frank Fielding arrived in Haverstraw on roller skates, claiming he had already covered 37,000 miles. He made himself conspicuous in town by his roller skating and finally made a dicker with Manager Verne Waldron to appear on the stage of the Broadway Theatre. He failed to appear for his stage turn and investigation developed, it is said, that he had left town without settling his hotel bill. Police broadcast an alarm.

### Two From Monogram

"County Fair," from Monogram and First Division, is ready. Hobart Bosworth, Ralph Ince, William Collier, Jr., Kit Guard and Marion Shilling head the cast, and I. E. Chadwick produced.

"Police Court," with Leon Janney, Henry B. Walthal, Aileen Pringle, Al St. John, from Monogram and First Division, "the world's leading independent," is also ready, and gets its Broadway run at the Beacon Theatre, after which it will play the RKO time.

### Stage Employees Honor Four

Gold cards symbolic of honorary life membership in Local 366, Westchester County Theatrical Stage Employees, were given to four residents of the county at annual ball and benefit for the relief fund of the local, held February 20.

Recipients were: Sydney Syme, prominent lawyer; John J. Brown, stage director of the County Center; chief of detectives, Mount Vernon, Michael Silverstein, and Frank Saporito, attorney.

### Schools Decide Fate

Orangeburg and Naurauschaun grammar school debating teams held a debate on, "Resolved, that motion pictures as they are now conducted are detrimental." Orangeburg took the affirmative, saying "many persons spend money for movies that should be going for food and clothes."

Naurauschaun pointed out that the motion picture industry keeps money in circulation, and the movies are a factor in maintaining the people's morale in times of stress.

### Kemp Succeeds Meyers

Harold Kemp has been appointed head of Warner Brothers Artists' Bureau by Joseph Bernhard, general manager of Warner theatres, to succeed Walter Meyers, resigned.

Kemp, who previous to his coming to Warner Brothers, was with Keith as booker of vaudeville acts, had charge under Walter Meyers of booking acts into the theatres.

### Wants Trick Stuff

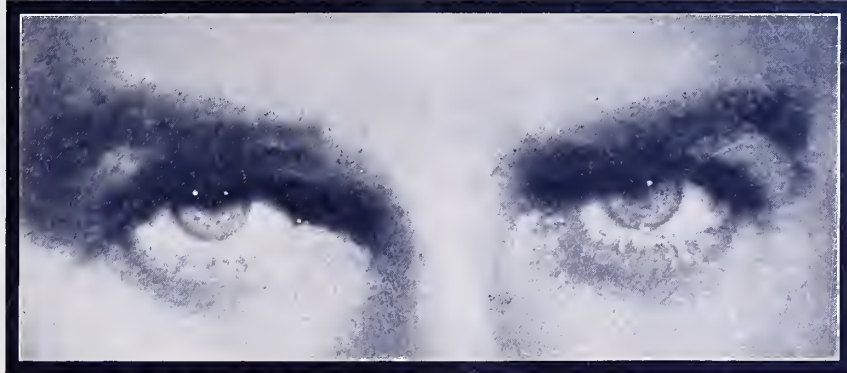
Roy J. Pomeroy, film director, technical wizard and sound expert, points out that film producers could achieve much more of the spectacular by utilization of the latest appliances for trick photography. Several new processes as well as many added advances in technical equipment have been made recently.

### Here's the Big Boy Himself



And Jack Dempsey is one of the reasons why "Lure of the Ring," distributed by First Division, "world's leading independent," is box office.





# Watch . . .

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March 14-15-16



The seat of our Government and birthplace of its current legislation . . . . The meeting of the year and the most representative and most influential exhibitor body in the industry . . . . The ears of our elected representatives listening to the voice of a united theatre owner and industry front . . . . Protect your investment, it's worth fighting for . . . . On to Washington — the center of diplomacy, the architecturally perfect, the historically endowed.

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# AHOY, MATES!

Yo, ho, ho! It's all hands on deck for a big laugh when you show a **TERRY-TOON**. There's snap in them, and pep; smartness and originality; class and comedy, and a lilting musical swing that gets any audience.

"PEG LEG PETE", for example, is a real operetta in cartoon form. But get its story from the critics. . . .

## MOTION PICTURE DAILY

IF you are after something a bit different in cartoons, you can't go wrong in booking "Peg Leg Pete," one of the Terrytoon series produced for Educational distribution by Paul Terry and Frank Moser. Not only are the cartoon antics of this amusing pirate episode cleverly handled, but going beyond the ordinary is the Gilbert and Sullivan-like music score arranged by Philip A. Scheib. If you don't think it's a laugh to see and hear these exaggerated characters going in for arias and such, we're considerably off our base. Only we don't believe we are.

KANN

## THE Film DAILY

IF YOU are laboring under the delusion that there are no New Slants in shorts . . . then we politely ask you to step this way . . . as we lead you into the workshop of Paul Terry and Frank Moser . . . specialists in Cartoonatics . . . and take a flash at their latest Terry-Toon . . . "Peg Leg Pete" . . . as far removed from the routine animated as the mugg in a swivel chair in Nooyawk trying to run theaters in the alfalfa belt . . . and that's Some Remove.

HERE IS a tabloid opera done in the cartoon manner . . . a gorgeous burlesque on the prima donnas, male and female . . . done with a Gilbert & Sullivan flavor . . . here are the pirate crew and their cut-throat chief with his peg-leg . . . and all the assistant pirates have peg-legs, too! . . . you've got to see it to appreciate just how FUNNY that can be . . . and there is the heroine in the clutches of Pirate Pete . . . and the hero coming to the rescue . . . now what makes this DIFFERENT is the clever original operatic score . . . the heroine sings her despair, terror and supplication . . . the pirate sings his villainy, sneers and blood-thirstiness . . . the hero sings his exaggerated heroics in a High Tenor . . . all done to Philip A. Scheib's original musical score that would be a credit to any big musical comedy . . . it's all Clever Absurdity done with class that puts it in the realm of High Comedy . . . and in a Cartoon!

You'll always find the mirth and melody essential to any well-rounded show in

# PAUL TERRY-TOONS!

Produced by Frank Moser and Paul Terry



**EDUCATIONAL FILM EXCHANGES, Inc.**  
E.W. HAMMONS, president

Feb25'32 b.c.

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THE NEW YORK STATE



# EXHIBITOR

COVERING THREE FILM ZONES

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AN EMANUEL-GOODWIN PUBLICATION

Vol. 4—No. 13

NEW YORK, MARCH 10, 1932

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VARIETY

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**H. B. WARNER**

**NATALIE**

**MOORHEAD**

**DON DILLAWAY**

**EDMUND BREESE**

*Directed by Christy Cabanne*



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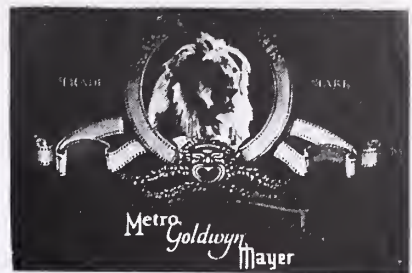
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HARRY H. THOMAS, Pres.

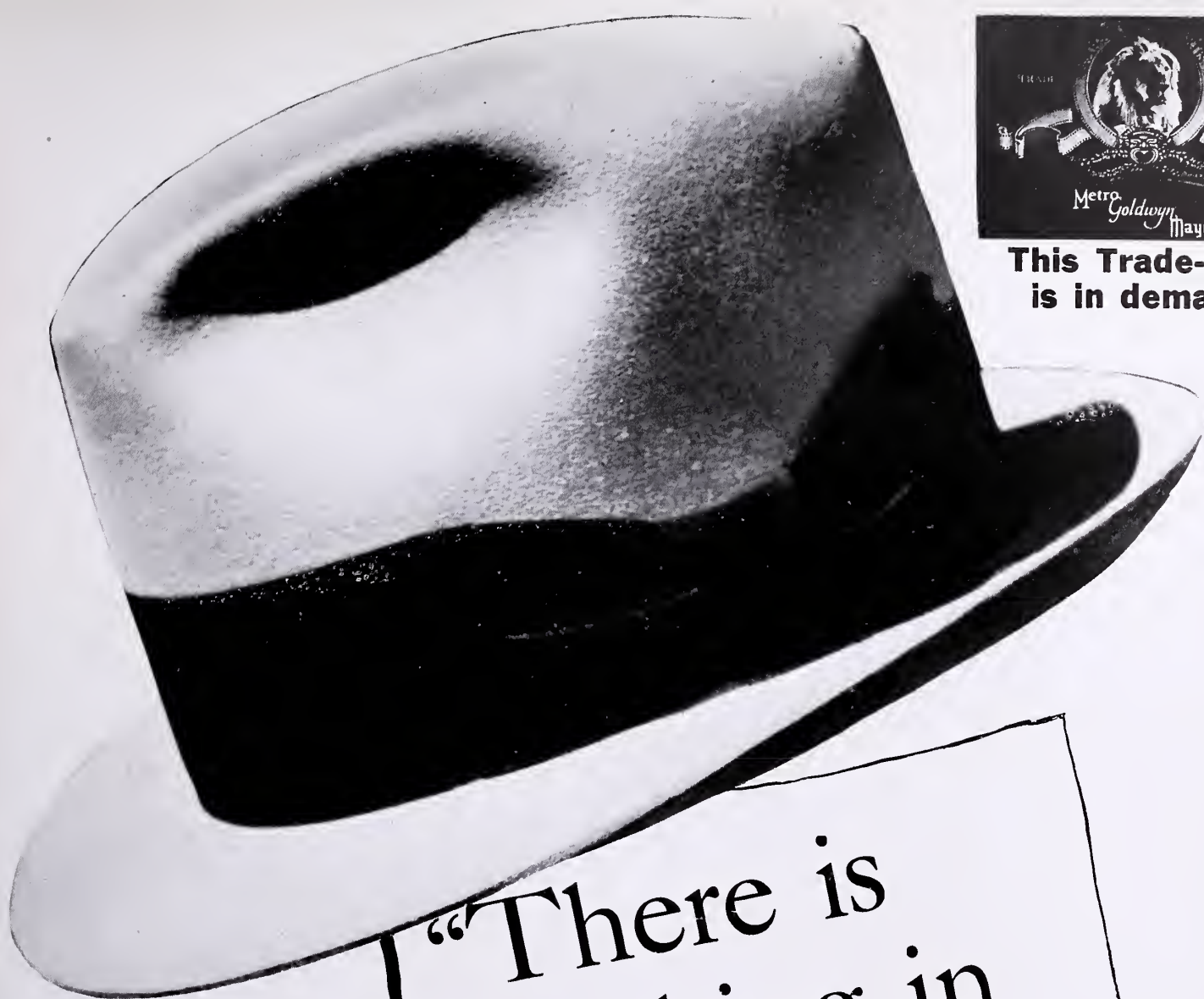
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this business  
which good  
pictures can-  
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**NICHOLAS M. SCHENCK**  
President, Loew's, Inc., and  
Metro-Goldwyn-Mayer

*The clipping on this page reprinted  
by courtesy of Motion Picture Daily,  
from its issue of January 5th, 1932.*



# 5 out of 6

The inquiring reporter of the Chicago Daily Times gets the real lowdown on what the paying customers think of double features. And what they think is plenty!

Here is the voice of the Public saying, five out of six want variety.

**THE TIMES TALKIES**  
 Each Day a Reporter Photographs  
 and Pictures  
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 Mail questions to Times Talkies, 15  
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**THE QUESTION**  
 Are you in favor of the double feature programs presented at movie theaters?  
 (Submitted by Reinhard Guebbers, Elmhurst, Ill.)

**THE PLACE**  
 23rd St. and Cottage Grove Ave.

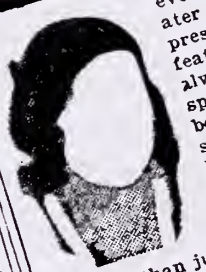
**THE ANSWERS**  
 "The double feature programs presented at movie theaters are most disconcerting. I am not in favor of them. Pictures get monotonous when you must sit in a theater too long and I lose interest. A picture is appreciated more if it is the only one shown for then the spectator concentrates on its theme and tries away the impression it was intended to give."



"Double feature programs are terrible. Who enjoys sitting in a theater for four hours? I find it tiresome. I would rather see just one picture with a couple of vaudeville acts or a comedy act. Then the program is more varied and more entertaining. There is such a thing as too much of a good thing and one feature film often destroys the pleasure of another."



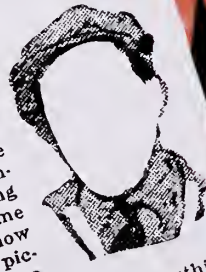
"I would rather go to a theater where only one feature picture is presented. It is very uncomfortable to sit for hours watching movie plays. When both the plays are over I always wish I had not gone to the show at all. One good picture is a complete entertainment. If we don't like it we can leave the theater. Often we have to sit through one we don't like in order to see another."



"When ever I go to a theater where they present a double feature program, I always leave with a splitting headache because of the strain on my eyes. I don't like these double feature bills, even though it is less expensive to see them than just one feature picture. I think vaudeville acts with one feature is a far better arrangement."



"I always enjoy double feature programs. They offer twice as much entertainment for the same price. The picture isn't really what we want. It would be better if we could have one picture which would leave us satisfied. I don't like to see two feature pictures like a lifetime and I lose interest in the plot and everything. I usually leave the theater roughly disgusted when I stay for a feature film."



Mar10'32 pg. 4





# WANT VARIETY

Five out of six want variety in their entertainment. And five out of six theaters show by their records that there is one sure way of giving the public variety and quality all through the show.

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Here is the variety that five out of six want . . . and the quality that everybody wants.

**EDUCATIONAL FILM EXCHANGES, Inc.**  
**E. W. HAMMONS, President**



Mar10'32 pg. 5





# The New York State EXHIBITOR

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March 10, 1932

## March and Two Conventions

IT is well that both the Allied and M. P. T. O. A. have chosen their convention dates within a week of each other. It will make it easier for the exhibitor to determine which really accomplishes something, which convenes for the sake of sociability.

From the economic angle, considering, too, the interests of the exhibitors, two conventions provide unnecessary duplication, further substantiating the belief that while there are two exhibitor bodies neither can become powerful, neither really bring constructive results for the theatremen of this country. Confusion persists.

Granted that one may blow its horn because of this or that minor accomplishment. Admitted that the annals of the trade press may show a greater proportion of headlines for one group or the other, but the value of each organization must be reckoned by the individual.

There is as much need for two organizations, continually battling each other, as there is for two Congresses, two presidents or two Mickey Mouses. One can do the job.

The I. A. T. S. E., mention of which brings qualms to the greatest of the chains, has kept its strength because it is alone in the field, because the individual local is all-powerful in its own area. Still, as illustrated in the recent Kansas City incident, when one local needs assistance, branches throughout the country go to its aid, securing results immediately. Picture such a situation when exhibitors are concerned. Try to visualize a group of theatremen in Portland, Me., grieving because their brethren in Atlanta had been wronged by some distributor.

Yet, the I. A. T. S. E. is strong, has a cash balance of over a quarter of a million dollars and can get into the sanctum of the biggest executive without having to cool heels in any outer office. Picture an exhibitor being rushed in to see any of the industry's "great men" when their name is presented.

Allied will meet in Detroit, make a lot of speeches, enjoy the pleasures of the city, broadcast their accomplishments to the trade and adjourn for another meeting next year.

M. P. T. O. A. will meet in Washington, make a lot of speeches, enjoy the pleasures of the city, broadcast their accomplishments to the trade and adjourn for another meeting next year.

Meanwhile, individually, theatremen will suffer through excessive protection, high film prices, unethical trade practices and other evils.

Perhaps, the solution—one national organization, with equal representation for affiliated and unaffiliated,

with paid officers who give their full time to the needs of the body, headed by men who command the industry's respect—is too obvious a solution. Perhaps the two present groups have too much fun battling each other. Who knows?

But the time for joking is past. While the politicians continue their arguments, individuals are suffering, theatres closing, troubles increasing.

March, 1932, might go down into motion picture trade history as the beginning of a new era. On the other hand, it may just be a month of conventions.

## Let the Distributor Think

A MONTH ago or more, there was peace. The dove of happiness reigned as the distribution and exhibition forces of the business, both affiliated and independent theatremen, joined hands, presented a picture for the solons in Washington to view and drew a scene of depression for the Ways and Means Committee that was not only a sight to behold, but which, in reality, was a definite fact.

Now, with purpose accomplished, the whistle blows.

The distribution and exhibition divisions separate and the chains again begin their endless tussle with the unaffiliated houses.

For the annual selling season is soon on.

With it comes again that deadly problem—more serious now than ever before—PROTECTION.

From sources which may be believed to be reliable, comes information that the chains, unwilling to admit that huge groups of theatres can not be operated on the chain grocery plan and ever ready to prevent the opposition from making profit, will demand more excessive protection than in the past. Showmanship has apparently been thrown out the window. Instead, the circuits will attempt to insure their profits by preventing the independents from making any at all.

Excessive protection cannot solve the depression, cannot guarantee adequate returns for circuits. Chains created their own problems. Let them solve them themselves, without using unfair protection methods which have caused a great deal of discord already.

In Washington the annual Brookhart bill is under consideration. Yearly, more and more support is thrown toward the measure, mainly due to selfishness, and always a headache for the distribution end of the business. If the distributor and producer play fair with the independent exhibitor, then the Brookhart measure can do little to aid the unaffiliated theatremans. But, when the selling season rolls around, if the chains demand excessive protection, then the independent **must turn toward governmental regulation** to secure his own protection, of his right to stay in business.

No producer, no distributor, no smart exhibitor wants the Brookhart measure to become effective. Few theatremen feel that the measure is a real cure.

But faced with an alternative, the exhibitor would have little choice. It would seem easier to let the distributors deal with the government if they so desire than fight a losing battle against excessive protection.

In the last analysis, it is for the distributor to choose. The time is now.





# Washington Awaits Official Opening Session of M. P. T. O. A. Convention

## Hays Group Poll

The motion picture industry has begun a nation-wide survey to determine the entertainment preferences of the individual classes which make up the vast mass audience for motion picture entertainment in the United States.

A virtually new entertainment era has been inaugurated by the motion picture industry, it was pointed out, by the production within recent months of pictures that have stepped up the entertainment appeal of the screen to cover the widest possible cross-section of entertainment requirements. The survey, which takes the form of a motion picture national preference poll, is being conducted by the Motion Picture Producers and Distributors of America, Inc.

## Other Locals Expected to Follow 306 Reduction

### Metropolitan Union May Pave Way for Rest of Country

With Local 306 leading the way, other unions are expected to pass along benefit of reduction in scale to theatres in all parts of the country.

Local 306 has given a 10 per cent reduction to circuits of the producer-distributors. Five per cent of the cut goes back in 1933. If business picks up the other 5 per cent goes back later.

The slash applies only to the chains. The indie angle hasn't been fought out yet.

Later it developed that the 306 cut appeared to be a move to get the independents in line, if they signed for another season at the present rate with cut. The present contracts expire in December, it is pointed out, and signing would have deferred all arguments for a considerable length of time.

The savings to circuits will result in about \$125,000 a year, it is pointed out.

As yet, Consolidated, Manhattan, Frisch-Rinzler and Ochs houses have not been affected by a cut.

## Quebec Taxes, Too

New amusement taxes in the Province of Quebec went into force March 1. Old tax was 10 per cent, and an increase was made to 12½ per cent, but this is further increased by making all fractions of a single admission into a full cent.

## Plans Completed for March 14-16 Meetings — Bloom Tableau Feature — Prominent Speakers Scheduled to Address Dinner, Highlight of Assemblage

For the first time in the history of the motion picture business, Congress will be given an inside intimate view of the theatre, screen and the leading personalities of both at the big convention banquet of the Motion Picture Theatre Owners of America in Washington.

This mammoth affair will be held at the Mayflower Hotel and practically the entire congressional body, headed by Vice-President Curtis, will be present as the guests of the theatre owners in their respective states and districts.

It is expected that about 1,500 will be at the banquet.

Conrad Nagel, president of the Motion Picture Academy of Arts and Sciences, will be one of the principal speakers at the banquet. William James, president M. P. T. O., of Ohio, will be toastmaster and President M. A. Lightman will speak for the exhibitor.

Lewis Wiley, business manager of the "New York Times," will speak on "News and Pictures" at the banquet.

Convention program will be of a very interesting nature. Among the exhibitors who will lead in the discussions are Ed Kuykendahl, Mississippi; E. G. Levy, Connecticut; Jack Miller, Chicago; Frank C. Walker, New York; Judge Roy L. Walker, Texas; Earle Van Hyning, Kansas; Walter Vincent, New York; Jules Michaels, Buffalo; P. J. Wood, Ohio; Fred Wehrenberg, Missouri; Charles L. O'Reilly, New York, and many others.

Talks by those in other divisions will be delivered by Hal Horne, publicity and advertising manager of United Artists; George Schaeffer, general sales manager, Paramount Publix; Dr. Goldsmith, Society of Motion Picture Engineers, and others.

United States Senator Dill, Washington, will discuss copyright legislation, and Senator James J. Davis, Pennsylvania, will talk on motion pictures and industry.

Congressman Sol Bloom, director of the United States Commission for the Celebration of the George Washington Bicentennial, will open the convention on March 14 with a Washington tableau and unveiling.

## Three Siegel Brooklyn Houses Under New Operator

### Leases Sold at Auction — Former Owner May Come Back

Berkshire, Park and Ritz Theatres, Brooklyn, have passed into new hands.

Theatres, formerly under Henry Siegel direction, have been taken over by Bert Theatres, Inc., A. L. Liss, president.

Leases were sold at auction.

It is reported that Siegel may be associated with the new management.

Houses were formerly under Fox direction.

### Jersey City Plaza Reopens

New Plaza Theatre, Jersey City, has reopened, with the New Plaza Theatre Company operating.

Vincent Saparai is handling the house. Theatre, closed for years, seats 300.

### Westchester Biz Better

With the coming of the milder weather, business in the theatres in Hastings, Dobbs Ferry, Tarrytown, Ossining and Peekskill is getting much better.

### Park, Newburgh, Happy

There is at least one theatre that does not know anything about a slump. Park, Newburgh, plays regularly, night after night, to good houses. Shows are mostly second run.

### Rialto, Richmond Park, Shifts

Eugene Ross, trading as the Rialto Amusement Company, Inc., has taken the Rialto Theatre, Richmond Park.

Installs a 10-15-cent policy.

### Mecca Passes

Brolanbar Realty Company is operating the 1,800-seat Mecca Theatre, formerly leased by Matty Radin.

House has been closed for a spell.

### Safron to Columbia

Jerry Safron, formerly a district manager with Radio, is with Columbia.

He assists Charles Rosenzweig, formerly his chief at Radio.

## Distribs Win

Mr. Justice Garrow, in Toronto, Canada, found all individuals, theatre organizations and film distributors not guilty, declaring that Crown failed to prove charges that operations of accused were in violation of combines, investigation act, or criminal code. No price fixing or lessening of competition in supply of films had been proved. Protection was found to be inherent in industry and not in violation of law. Standard exhibition contract and arbitration clause were found lawful.

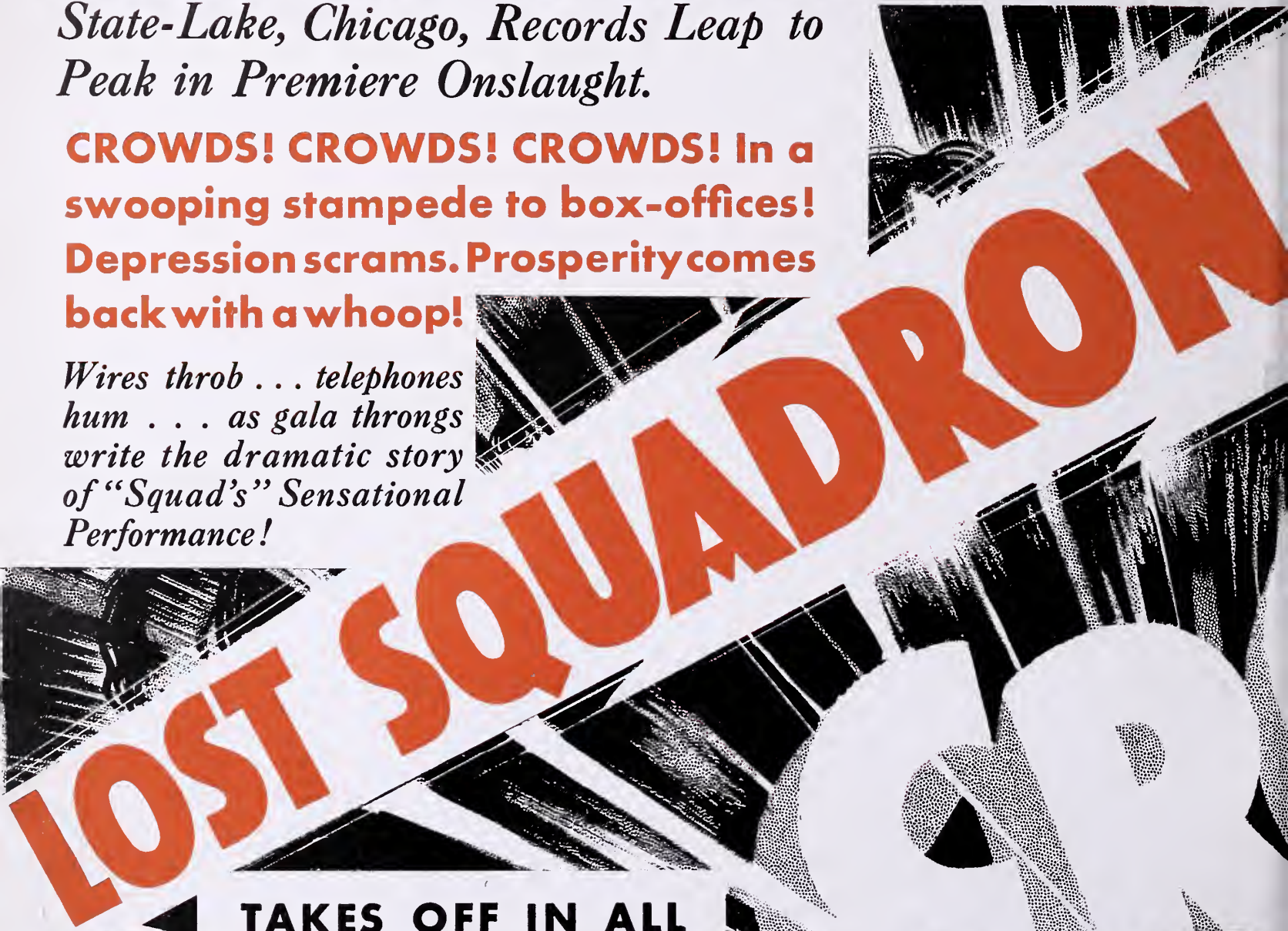


# TOPS "FRANKENS

*State-Lake, Chicago, Records Leap to Peak in Premiere Onslaught.*

**CROWDS! CROWDS! CROWDS!** In a swooping stampede to box-offices! Depression scrams. Prosperity comes back with a whoop!

*Wires throb . . . telephones hum . . . as gala throngs write the dramatic story of "Squad's" Sensational Performance!*



**TAKES OFF IN ALL THE NATION'S KEYS!**

*Preceded by Terrific Ad Salvo Which Presents This Attraction Exactly As It Is: **THE GREATEST MELODRAMATIC NOVELTY SMASH HIT OF THE SEASON!***



**THE BIGGEST BILL OF SHOW GOODS**



# STEIN" IN WHIRLWIND CHI OPENING!



*Mobs Buy Tickets in Syracuse*



*Happy Throngs in Washington*

# WAS



**YOU'VE HAD TO SELL IN MONTHS**



# Industry Marshals Forces in Fight to Block State and National Tax Efforts

## Torrent of Protests and Deluge of Letters and Telegrams Flooding Lawmakers—Combination of Additional Tariffs Would Cause Wholesale Closings

In a last-minute effort to avert additional tax legislation on motion picture theatres throughout the state and country, local, state and national bodies are concentrating on every addition to defeat any new tax ideas which may be advanced.

Already, with the national tax bill before the house, the industry, aroused, is sending a deluge of protests to Congress. Cities, civic leaders and others are combining to protest against a tax on admissions of 25 cents and over. The industry was of the opinion that the tax would be on higher admissions. Announcement that the 25-cent admissions would be affected led to this emergency move.

The proposed state tax on admissions, at this writing, had not been brought up for action. Local forces, led by the Hays leaders and the T. O. C. C., Charlie O'Reilly and Sam Sonin particularly active, commuted to Albany in the interests of theatremen, while from all parts of the state a deluge of telegrams and letters descended upon the governor and lawmakers. At this writing, it appears as if the 10 per cent tax has a good chance of being side-tracked.

Combination of a state and national tax would certainly cause a wholesale closing of houses, it is pointed out.

In New Jersey, the Allied group is preparing to fight proposed tax legislation. A 10-per-cent bill on amusements was recently introduced, and already the Allied and other groups are marshaling their forces to combat this measure.

Directly after it became apparent that a state tax of 10 per cent was being considered, hurried meetings between independent and circuit forces took place, with a definite line of action planned. Another plan of attack was announced for agitation against the national 10 per cent tax on admissions of 25 cents and over.

### Rochester

Rochester exhibitors, managers, stage hands and operators joined in the fight against the 10 per cent ticket tax in Albany. More than 15,000 protests were sent to legislators.

Manager Dave Nolan, Loew's Rochester, broke into print with warning that the tax probably would mean closing of several small neighborhood houses.

Larger theatres, too, he said, would feel the effect of the tax and, with business none too good, anyway, it would mean a severe burden.

Manager Nolan emphasized the important place held by theatres in keeping people's minds off their troubles during the depression.

### Buffalo

Motion Picture Theatre Owners of Western New York contacted all theatres in the zone, requesting that they register a protest to their local state representatives on the proposed tax on admissions.

Many of the protests cited the fact that

## Court Actions Latest Steps in 306-Inde Fight

### Picketing of Cocalis - Springer Houses Continues Until Hearing

Court action on picketing is the latest phase of the Cocalis-Springer-Local 306 fight.

Judge Selah E. Strong, Supreme Court, Brooklyn, refused to grant a temporary injunction asked by the Cocalis-Springer houses against Local 306 picketing. All matters in connection with picketing must wait until March 14 when the case comes up. The picketed houses use Empire State operators.

### 306 Sued

Nathaniel Doragoff, who was expelled from Local 306 of the Moving Picture Machine Operators' Union, has brought action to throw Local 306 into receivership and to secure an accounting of the dues amounting to more than \$300,000.

Doragoff submitted that Sam Kaplan, president of the local, had misused the funds of the local and has ruled it with tyranny. Kaplan is now under indictment on conspiracy and coercion charges with 21 other officials.

The defense to the injunction motion is that the complaint should be brought before the American Federation of Labor. The complainant states that he has done so and that no relief has been granted.

### Belusti Managing Greeley

Walton, Mooney and Company are operating the former Loew Greeley Theatre. S. Belusti is managing the house.

lowering of admissions has not increased the attendance, that the tax could not be absorbed by the theatres, nor could the public pay.

Union labor organizations connected with the theatres have sent wires to the Governor as well as to individual members of the State Legislature, protesting against the tax.

Musicians' Unions, of Middletown, and other Hudson Valley cities adopted resolutions in protest against the bill. Musicians took the position that the measure, purported to aid unemployment relief, will actually make conditions worse by causing some theatres to close and others to retrench in expenses by laying off employees, specially musicians.

### Hit "Under 16" Bills

The legislative committee of the Societies for the Prevention of Cruelty to Children has issued a protest to bills introduced in the State Legislature which would permit children between the ages of 10 and 16 to enter motion picture theatres, unescorted by parents or guardians, for matinee performances on days other than Sunday or school days.

Bills, introduced by Senator William J. Hickey and Assemblyman C. J. Gimbrone, both of Buffalo, would apply to cities of less than 1,000,000 inhabitants. They provide that the children so admitted would be segregated in one section of the theatre, with one adult supervisor for each 200 children.

### Heard In

**K I N G S T O N**  
Free Bus Fare and More  
Double Features

RITZ put on triple features for the weekend. . . Orpheum went flesh with a vengeance when it brought in a musical comedy staged by 35 persons. . . Freida Berkoff, seen in dancing act in the Broadway by New York booking agent, got a 20-week contract in big time. . . Broadway had a mind reader put a girl to sleep in window of a furniture store. . . Orpheum, Kingston, closed for a few days for changes.

AUGUSTUS M. GEIGER, 58, prominent in the theatrical business for years, is dead in Pearl River, where he formerly conducted the Community Theatre. . . Chamber of Commerce, Wappingers Falls, is sponsoring a picture to be shown in the Academy Theatre, March 15.

### Audubon Aided

An interesting example of how special equipment for sound amplification and transmission can be arranged in connection with talking picture equipment was offered recently when the Audubon Theatre, New York, was confronted with the necessity of reinforcing a crooning specialty act to satisfactorily penetrate the entire auditorium.

The problem, referred to the special projects department of Electrical Research Products, was solved by the installation of a special public address attachment consisting of two microphones, a microphone control panel and two loud speakers to work in conjunction with the theatre's sound system.



HE'S ON HIS WAY!





**MAURICE**

# CHEVALIER

**"ONE HOUR WITH YOU"**

WITH JEANETTE **MACDONALD**

**GENEVIEVE TOBIN • CHARLIE RUGGLES • ROLAND YOUNG**

**AN ERNST**

# LUBITSCH

**PRODUCTION . . .**



**C**CHEVALIER'S on his way! That means big money is on the way! You know what Chevalier means at the box office—but this is Chevalier *plus!* All-star supporting cast; Lubitsch direction; tuneful, catchy songs that are already big hits—and the raciest, funniest story that ever sent an audience into stitches! Preview audiences predict "One Hour With You" will hang up all-time records everywhere!

# PARAMOUNT



# Independents' Protection Leads 1932 Sessions of Allied States Association

## Buffalo Unit Watches

Jules H. Michael, chairman Buffalo motion picture theatre owners organization, will attend the M. P. T. O. A. convention, March 14-16, at Washington. Any action taken by that unit will depend entirely on convention developments.

## Heard In

**CROSSTOWN**  
McConnell Resigns and Educational Has a Jap Reel

FRED McCONNELL has resigned as short subjects sales manager for Columbia and is now with Van Beuren Corporation in an executive capacity. . . . Likewise, Jerry Safron leaves Radio to become associated with Columbia. . . . Columbia has expanded, taking more space. . . . Gerry Rudolph is expected to leave RCA Photophone shortly. . . . Union musicians tried to protest against the practice of having musicians double on the stage of movie houses, but nothing happened. . . . Local 802 started it. . . . Sol Edwards reports that Skouras Central New York circuit has taken the entire Tiffany Quality group.

EDUCATIONAL is now releasing a three-reel special which contains actual scenes of the thrilling fight between Japs and Chinese. . . . Leon Britton produced it and H. V. Kaltenborn supplied the dialogue. . . . Harry H. Thomas and Arthur Lee, of Ameranglo, are more than interested in the American success of "Sunshine Susie," released by RKO, which had a nifty premiere in Boston. . . . The picture drew a neat response.

MOE SILVER, who was married not so long ago, went on an extended honeymoon in Southern waters with the Mrs. . . . Meyer Beck, well-known publicity man, is now assistant to Lou Goldberg, advertising manager for Warner metropolitan houses.

THAT PLAINFIELD, New Jersey, Sunday tilt is still on. . . . Joe De Milt is preparing condensed versions of musicals for the Publix houses. . . . The RKO Jefferson is going straight movie after years as a vaudeville house. . . . Charlie Raymond, who recently managed the Loew house in Philly, is now handling the Loew Valencia, succeeding Harold MacMahon. . . . Irving Sher is now managing the Benenson Theatre, Bronx. . . . A. Costa is handling the New Douglas. . . . Jules Laurent succeeded Bert Leighton in Newark district. . . . Leo Brecher is distributing the UFA product in this country through his Protex Trading Company. . . . The Cosmopolitan closes. . . . Springer-Cocalis circuit is now faced with the free bus racket in that 306 fight. . . . The FILM DAILY YEAR BOOK is out and, as always, the best volume of its kind in the business.

LEADING INDEPENDENTS were expected at the weekly meeting of the AMPA. . . . Among those expected were

## Evils of Industry Attacked on Convention Floor at Detroit — Hint M. P. T. O. A. Expansion Will Be Fought by Steffes Group

Protection of the independent exhibitors of this country proved the general highlight of the 1932 convention of the Allied States Association in Detroit this week.

## Heard In

**ALBANY**  
First Division Opens and So Do Some Theatres

By Bill

WONDERLAND, CROGHAN, and Palace, Fort Covington, have just reopened. . . . W. H. Lee manages the Wonderland and the Capprelle Brothers the Palace. . . . At the Carthage Theatre, Larry Carkey is giving away "diamond" rings as souvenirs to the ladies on certain nights. . . . Pete Chickory, American, Canton, was a visitor at Film Row late in February. . . . Prosperity must rule in Potsdam, the film salesman say, because Harry Papayanakos, exhibitor there, has a brand-new car and a good one, too. . . . Roussa, Strand, Waddington, is out and at his desk again after being laid up as a result of an accident.

EMPIRE, GLENS FALLS, is going to a seven-day vaudeville schedule, instead of three as at present. . . . Colonial, Utica, will have a six days of burlesque and pictures, with vaudeville on Sunday only. . . . Freeder and Grossman, of Hudson, have the house, and have Bob Wagner, formerly Educational salesman in Albany, as manager.

FRANK WILLIAMS, booker for Bill Benton's Saratoga circuit, never misses the amateur vaudeville show staged by the girl pupils at Skidmore College, Saratoga. . . . Bill Benton, his boss, is a quiet man until he gets behind the wheel of an automobile. . . . And the boys are all talking of the new, close-fitting blue overcoat with which Henry Freeder hit Film Row recently. . . . They hardly knew the Beau Brummell as half of the firm of Freeder and Grossman when he came in view. . . . Bert Freese will be the manager of the First Division exchange which will open on Film Row April 1, taking the old Tiffany exchange, which has been closed since Tiffany and Educational were combined. . . . He was with Tiffany for 11 years. . . . Jimmy Rose, former Pathe salesman, has been appointed assistant to Harry Thompson at the Central New York Theatre Corporation in Syracuse.

Messrs. W. Ray (Monogram) Johnston. . . . Jack (Hollywood) Bellman. . . . Adolph (Peerless) Pollak and a host of others. . . . Al (Philadelphia Jack O'Brien) Sherman, the Ampanian Word Masseur is responsible for the usual weekly broadside. . . . Written in his own hand. . . . Such a dear. . . . And Leo Brecher has taken over the UFA films for his Little Carnegie Playhouse.

IRVING STEINER has the Yorkville Casino. . . . Kameo, Bronx, is in the possession of new owners. . . . David and Goldbaum, who have three houses in Rockaway

With committees appointed to deal with such matters as protection, legislature activities, double features, percentage, block booking, music tax and copyright, trailers, etc., the convention got under way with a large number present.

The New Jersey contingent was led by Sidney Samuelson, vice-president of the Allied body, with a special train carrying the Allied representatives from that state.

Pre-convention announcements indicated that the body had entered into an agreement with Peerless (Adolph Pollak) Productions, whereby Peerless would give free bookings of product to one theatre in the territory if the members would sign up for Peerless Pictures.

The delegates endorsed the Brookhart bill at the convention's first session. "We would rather be investigated by Uncle Sam than Uncle Will Hays."

The independent motion picture theatre owners also worked together on a plan to invoke the Sherman anti-trust law in an effort to see if action couldn't be taken to prevent chain theatre operation by producer-exhibitors.

Recent efforts by various State legislatures and by the Federal Government to impose admission and theatre taxes got unanimous disapproval. Most of the exhibitors declared increased taxes would force them out of business.

The first day of the convention got under way rapidly at the Statler Hotel. The meeting was called to order this morning by President Steffes with most of the exhibitors present.

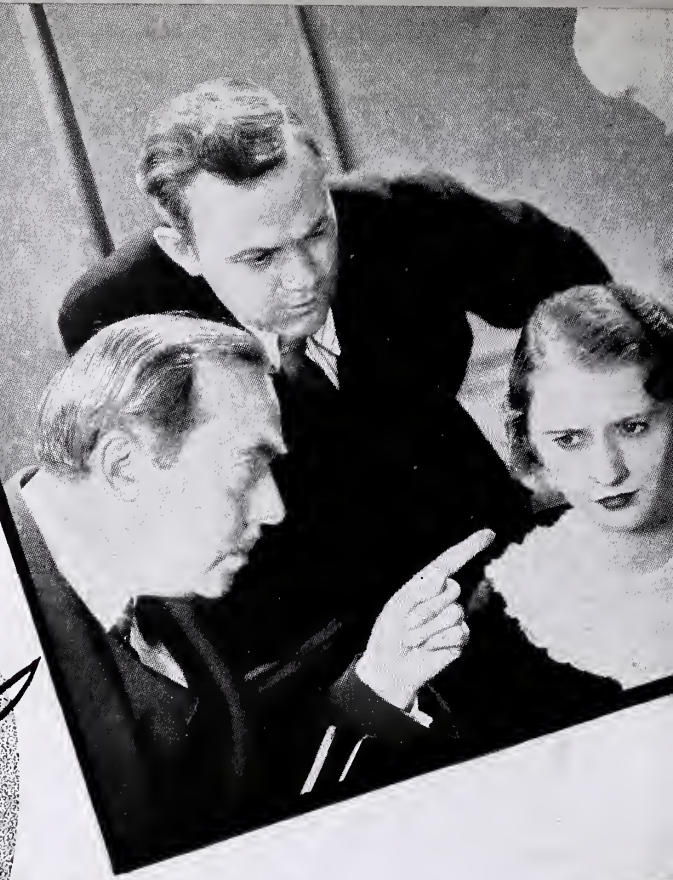
One of the first important matters taken up was the double-feature evil. Most of the exhibitors put the blame for the evil directly on the circuits. All of them voted against double-features, but individual theatre owners expressed their determination to continue double-feature programs if public demand made it necessary.

and two in Long Island City, have acquired the Essex Theatre, Newark.

MAX RUDNICK has taken the Liberty Theatre, as reported previously. . . . I. Dunwodie is now operating the Cliff Theatre, Sea Cliff, L. I., formerly the Village. . . . B. M. Berman has the Plaza, High Street, Brooklyn, from the St. Pedro Amusement Company. . . . Berman also has the Gold. . . . H. and W. Theatrical Enterprises, Inc., now operates the Orpheum, Kingston. . . . West Shore Theatres, Inc., were last operators. . . . Exhib Rosenzweig has the American Theatre, Yonkers. . . . Miss Rose Weiss was the last operator. . . . Warners announce that their Ridgewood (N. J.) house, 1,500-seater, will be open in a few months. . . . J. H. Wollen has the Arlington, Arlington, N. J.



**Columbia**  
**HITS!**



**Barbara STANWYCK in**

Boxoffice—Barbara Stanwyck reaches glorious heights of emotional acting in "SHOPWORN."

Boxoffice—"BIG TIMER," a sensational story of a girl who out-smarted men in a man's game and won triumphantly in a scheming, plotting fight racket.

Boxoffice—Ursula Parrott, author of "Ex-Wife" ("The Divorcee") and "Strangers May Kiss," furnishes a brilliant, romantic background in her story, "LOVE AFFAIR."

**"THE BIG**

**"LOVE**





# SHOPWORN

with  
**REGIS TOOMEY—ZASU PITTS**  
Lucien Littlefield—Robert Alden  
Story by Sarah Y. Mason  
Dialogue by Jo Swerling and Robert Riskin  
Directed by **NICHOLAS GRINDE**

# TIMER

with  
**BEN LYON**  
**CONSTANCE CUMMINGS—THELMA TODD**  
Story, adaptation and dialogue by Robert Riskin  
Continuity by Dorothy Howell  
Directed by **EDDIE BUZZELL**

# AFFAIR

with  
**DOROTHY MACKAILL**  
Humphrey Bogart  
Adaptation and dialogue by Jo Swerling  
Continuity by Dorothy Howell  
Directed by **THORNTON FREELAND**





## Heard In

**PATERSON**

Optimistic Folk and They  
Give Away Furniture

By Jim

SAFE OF THE STATE THEATRE, West Orange, was opened by knocking off the combination with a hammer and cash totaling \$400 stolen. . . . Just now George Washington movies are all the rage. . . . Hawthorne and Lincoln Park are the last ones to show the life of the immortal George.

LAFAYETTE THEATRE, Suffern, near here, was filled to capacity on a recent Sunday, occasion being the benefit for the unemployed, held under auspices of the Suffern Woman's Club. . . . Hamilton Wallis Lodge, No. 227, F. and A. M., was shown motion pictures of life in the United States Navy in seven reels. . . . A benefit show will be given at the Colonial Theatre, Pompton Lakes, for the purpose of raising funds to carry out the plans of the Washington Bicentennial Anniversary Celebration Committee during the celebration.

THEATRE MANAGERS will watch with keen interest a new departure planned for the Washington Bicentennial. . . . The school board has granted permission for the use of the schools for the purpose of conducting educational puppet shows depicting the life of Washington, as part of the Washington Bicentennial celebration. . . . Committee has in mind giving of some 15 shows or more during the Easter Week when the children will be on vacation.

RIVOLI, J. Edward Helwig, manager, is now giving away monogrammed linen table and bedroom sets. . . . From now on almost everything will appertain in some way to the immortal George. . . . Managers are rather apathetic so far in regard to moves to cash in on the idea. . . . Many local bodies are giving shows in some way tied up with the father of his country. . . . Glen Rock has just shown a moving picture depicting events in the life of Washington. . . . Irving Liner, manager, United States Theatre, has a remarkable war record. . . . Joseph Lefkowitz, manager of the Regent, says "take it from him there is no depression talk about his theatre." . . . Meyer Phillips, assistant manager, declares that Joe hasn't "seen nothin' yet." . . . James Malone remarks in his genial way with the smile that is so seldom absent, "Yeah, well just watch my smoke." . . . Samuel Greengrass, who guides the destinies of the Plaza, says nothing, but saws wood. . . . Jack Guinsberg, Majestic, professes himself delighted with the business outlook.

### Upstate FD Ready

First Division, releasing Action pictures upstate, has "Sinners' Payday," "Stone Walls" and "The Monster Walks," just in from the studios, and each an action thriller. Lafayette, Buffalo, thought so much of "The Monster Walks" that this 3,000-seat house booked it for a week's run.

Furthermore, in addition, the upstate Buffalo and Albany First Division offices have "Hound of the Baskervilles," "Cross-Examination" and "Border Devils" available in the new crop of productions. And new ones are coming in all the time. Few new exchanges can point to so many releases so soon after coming into the field.

## First Division Prepares for Big Doings



Harry H. Thomas, president of First Division, and vice-president in charge of distribution for Monogram, pictured here with Al Blofson, Philly FD manager, Morris Epstein and Otto Lederer, New York branch executives, at the New Orleans Monogram convention.

## Heard In

**PASSAIC**

Fire and Harry K. Hecht  
Goes to Detroit

BANDITS raided the Ritz Theatre, Lyndhurst, last week, and escaped with week-end receipts amounting to \$950. . . . Guns in hand, they forced Milton Maxwell, youthful assistant manager, to open the office safe. . . . Two operators, at work in a projection room adjoining the manager's office, did not know of the "stick-up" until Maxwell rolled on the floor and kicked against the door.

A GROUP OF 225 BOYS, members of the junior police patrols of Passaic public and parochial schools, were guests of Manager William Weiss, Capitol (Warner Brothers) recently. . . . News of the free theatre party drew first-page notices in the local papers.

A BENEFIT PERFORMANCE at the New Montauk Theatre (Warner Brothers) last week, realized \$800 for the poor and unemployed of the Borough of Wallington. . . . It was the largest crowd of Wallington residents ever assembled under a Passaic roof. . . . Manager Garry Voorman arranged the show. . . . Walter King was in charge of the distribution of tickets.

HARRY K. HECHT, Palace and Rialto Theatres, attended the Allied convention in Detroit. . . . His brother, Max, manages the Rialto, and Harry Doneger is in charge of the Palace. . . . Hecht also owns the Plaza Theatre, Totowa, one of the suburbs of Paterson.

POLICE COMMISSIONER ABRAM PREISKEL and Harry Hecht were hosts at a dinner at the Ritz Restaurant last week to the committee that arranged the \$5,000 benefit show at the Montauk. . . . Every

## Ziegfeld Goes W-E

Ziegfeld Theatre is the latest theatre for musical plays to install the Western Electric public address system to assure adequate sound amplification and transmission from the stage to every part of the auditorium.

## Heard In

**HUDSON COUNTY**

Passes Are Cut and Hatoff  
Is Young Manager

By Ike

STANLEY THEATRE has slashed its pass list sharply. . . . Grace Normand and Ann O'Hara are cashiers at the Majestic. . . . George Dumond never wears bow ties. . . . Jack Keale's house, Fulton, is showing profit. . . . Frank Wohms is new service chief at Stanley. . . . Janice Rentschler, Warner Brothers' Newark office, and Stockton Leigh, Fabian, Hoboken, were married recently. . . . Josephine Carlow, Stanley cashier, has a secret ambition. . . . Charlie Carroll is managing the Skouras Audubon, Bronx. . . . Dick Liebert's father-in-law is Congressman McClintic, Oklahoma. . . . George Freeman never smokes a pipe. . . . Nick FitzHenry, flyman at Loew's, weighs 265. . . . Mickey Kippel had a bad cold recently. . . . "Buddy" Saymon, Maurice Stahl's secretary, lives in Brooklyn. . . . Maurice Hatoff, managing the State, is one of the youngest Skouras house managers.

cent of the profits were turned over to the Emergency Relief Commission. . . . Fire of undetermined origin broke out at 2 o'clock in the morning in the Montauk Building. . . . Theatre proper was not affected. . . . Manager Voorman, Montauk, was dragged out of bed.



# Two Ways To Test A Talking Serial

(1) Shut your eyes and listen to the dialogue and sounds. If there's action in the serial you'll be able to follow the story blindfolded. THAT'S A GOOD SERIAL!

(2) Shut off the sound track. Watch the story unfold. If the serial is packed with action, you'll be able to follow the story even though deaf. THAT'S A GOOD SERIAL!

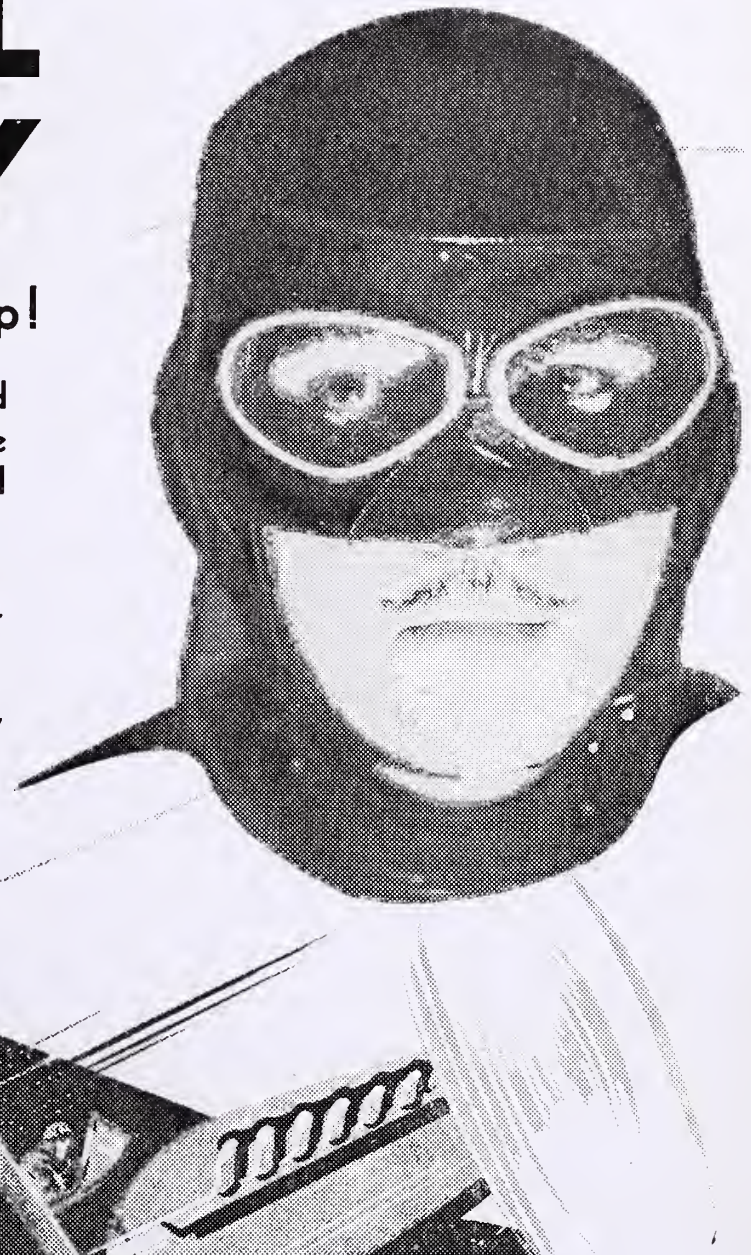
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## THE **AIR MAIL MYSTERY**

Will Make The Movie World Gasp!

It responds to both the eye test and the ear test and is a shining example of how a serial must be made in order to keep the folks coming week after week!

AN ADVENTURE SERIAL  
Released by  
**UNIVERSAL**



With  
**JAMES FLAVIN, LUCILLE BROWN, AL WILSON,** Wheeler Oakman, Nelson McDowell, Cecil Kellogg. Story by Ella O'Neill. Directed by Ray Taylor. Supervised by Henry MacRae. Produced by Stanley Bergerman. Presented by Carl Laemmle.



# Telegram

## Postal Telegram

(THE MAIL)



ALL AMERICA  
CABLES

RECEIVED AT

Blank box for recipient address and name.

STANDARD TIME  
INDICATED ON THIS MESSAGE

Form  
16DM

32NY K 87 DL

NEWYORK CITY MARCH

MOTION PICTURE INDUSTRY

MAIN STREET

FIRST CROWD ROARS PRINT JUST SHOWN

FROM PROJECTION ROOM TO RUSH YOU NE

ONE AND NO MISTAKE ACTION THRILLS W

NOTHING YOU CAN SAY OR DO ABOUT CRO

PLANNING NOW TO GIVE IT EVERYTHING

WITH CAGNEY BLONDELL AND HOWARD HA

TRADE SHOWING MARCH THIRTY ONE

James Cagney and  
Joan Blondell in  
"THE CROWD ROARS"  
with Ann Dvorak  
Eric Linden  
Guy Kibbee



For you, Sir!

# Telegraph

(SYSTEM)



COMMERCIAL  
CABLES

This is a full rate Telegram or Cablegram unless otherwise indicated by signal in the check or in the address.

BLUE	DAY LETTER
NL	NIGHT LETTER
NITE	NIGHT MESSAGE
LCO	DEFERRED CABLE
NLT	NIGHT CABLE LETTER
WLT	WEEK END CABLE LETTER

TH 1932 1122AM

S A

T HOME OFFICE STOP HAVE COME STRAIGHT  
 OF SURE MONEY HIT STOP HERES A BIG  
 LD DRAW CROWD ON DESERT ISLAND STOP  
 ROARS WILL BE TOO MUCH START THINKING  
 YOUVE GOT STOP GET SET FOR CROWD ROARS  
 S DIRECTION STOP MAKE A DATE FOR

WARNER BROS PICTURES INC

1158AM



Heard In

## SYRACUSE

"Fox" Name Off and Snooty  
Syracuse Stock Folk

By I. S.

SYRACUSE critics no like the way former stock idols forget their stock days once they begin climbing in Hollywood. . . . Jean Harlow is set for Loew's State, March 11, when house will also play "Beast of the City." . . . Heaviest business ever done in an advertising picture in this city led the Strand to hold over "The Man Who Played God."

SYRACUSE FEDERATION of Women's Clubs is again on a rampage against unaccompanied minors in both major and subsequent run houses. . . . Discontinuance of the prefix "Fox" for theatres recently taken over upstate by the Skouras boys has been ordered. . . . J. F. Rose, formerly manager, Colonial, Norwich, has been named assistant to H. E. T. Thompson, booker, at Skouras headquarters of Central New York Theatres Corporation.

FRANKLIN H. CHASE, dramatic critic of the "Journal," is ill. . . . Rotund Harry Shaw and the missis celebrated their eighth anniversary. . . . Both the Warner's Strand and the Paramount will show the same newsreels in the future. . . . A safe, stolen from the office of the Smith Film Service, Inc., in Syracuse, on July 20, 1931, was recovered from the barge canal near Greece, Munroe County. . . . The phone rang in the office of Harry Show, Loew's State pilot. . . . "What time does Al Smith go on?" came a question over the wire. . . . "What Smith?" asked Shaw. . . . "Al Smith, you know, the Governor; he's playing your theatre this week, isn't he?" . . . Then Shaw tumbled. . . . "No, Madame," he explained, "we're showing 'Arrowsmith.'"

Heard In

## ELMIRA

Fighting Tax and Two-for-One Dairy Tie-Ups

By Jay

ELMIRA is against a state emergency tax on gross theatre receipts. . . . Getting solidly behind Harry Watts, local Warner Brothers' representative, bankers, newspapermen, city officials and members of the Association of Commerce bombarded the city's representatives in the State Legislature with telegrams asking that they oppose such a measure.

PRESENT INDICATIONS are that the new city administration will not make any move to close theatres here on Sunday. . . . Two years ago a referendum election produced a good majority for Sunday performances and the City Council so voted, but there was fear in some quarters that the new so-called reform administration might change things. . . . Crawford Theatre, Canton, Pa., near here, has been sold by the Misses Maud and Edith Barner to George Bubb, Williamsport, who will operate it as part of his string. . . . Capitol is operating two-for-one tickets through local dairies.



For many months, Clarence Hastings of Kings Ferry, infantile paralysis victim, has been a patient in the City Hospital, Syracuse, his life due to the daily use of the "tin lung." Clarence saw his first talkie since his illness when Leo Rosen, manager, Warners' Strand, gave special hospital screening of "Fireman, Save My Child." Projection apparatus was loaned by Eugene Logan. Print borrowed from a Geneva Theatre. Charles F. Wilkes, chief inspector of public assemblies, who stands with Rosen at the head of the bed, granted special permission for the temporary movie installation at the hospital.

Heard In

## JAMESTOWN

Biz Picks Up and "God"  
Gets Big Hand From Clergy

By Bedell

"UNION DEPOT" was a decided hit at the Warner Brothers' Wintergarden Theatre. . . . Manager Weinberg printed 5,000 small cardboard alarm clocks, which were hung on as many door knobs throughout the town, with lucky numbers posted on them. . . . Numbers were to be torn off and presented at the theatre. . . . Lucky numbers being entitled to free passes to the performance. . . . Main theatres in town, Warner Brothers' Wintergarden and Palace, and Shea's, are advertising to the limit of their budgets in the local papers. . . . All enjoy fair attendance at each performance.

"THE MAN WHO PLAYED GOD" received as much and possibly more public approval when shown at Warner Brothers' Wintergarden Theatre than any picture ever brought to the city. . . . Three local clergymen spoke from their pulpits in regard to the picture, advising their congregations to see it. . . . One clergymen preached a sermon entitled "The Man Who Played God." . . . On the morning of the day the picture opened at the Wintergarden a preview was shown, attended by local clergymen, officers of the D. A. R. chapter and principals and Superintendent of the public schools, who commented favorably upon the film. . . . First Presbyterian Church sold tickets for the performance. . . . A billing campaign covering a radius of between 75 and 100 miles outside of Jamestown was carried on by Manager Weinberg, the advertising consisting of one sheets, two sheets, window cards, etc. . . . In conjunction with the picture, "Washington—The Man and the Capital," was presented as being appropriate to Washington's Birthday. . . . In connection with this picture 2,500 pictures of Washington were given away in the lobby.

WARNER BROTHERS' PALACE and Wintergarden Theatres have made wide

### Doubles in Albany

Practically all subsequent run theatres in the Albany district are playing double features, either all week or on stated days. Warner Madison, class subsequent-run house, which has always played single features, has gone to doubles for Friday and Saturday.

### Hart in Troy

Edward M. Hart, formerly manager of the Warner Stanley, Utica, has been appointed manager of the Warner Troy Theatre. Hart was formerly manager of Albany's Harmanus Bleecker Hall when the Shuberts operated it as a legitimate house and later when the late F. F. Proctor purchased it.

### "Cross-Examination" Clicks

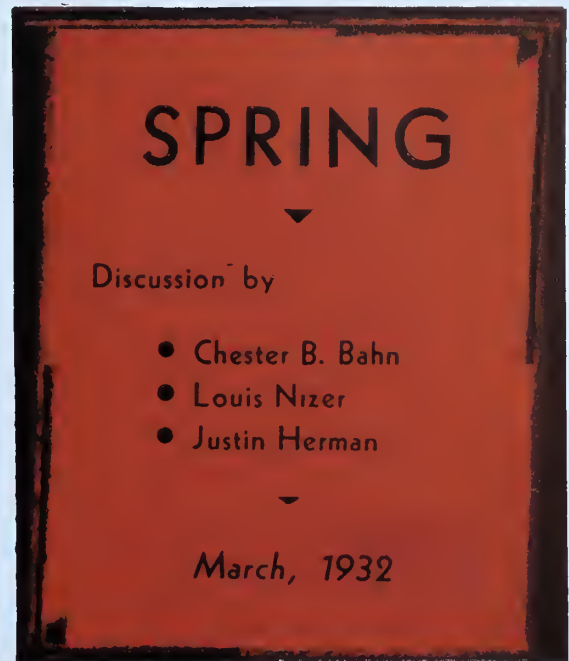
"Cross-Examination," from First Division and Weiss, has received trade approval. Warner New England de luxe houses and the Publix Fenway, Modern and Beacon, Boston, day and dated it. Beacon's de luxe run in the local territory was decidedly profitable, with the cast, H. B. Warner leading the group, coming in for lots of praise.

"They Never Come Back," with a cast to be announced, is the next Weiss produced feature.

departures from their former policies. . . . Palace has discontinued the featuring of vaudeville last three days of each week. . . . Wintergarden is now showing a double feature every day, each one being only former smash hits.

DICK BETTS, singing organist, who was with Warner Brothers' Wintergarden for awhile, has left. . . . In his place the management has secured an hour of free broadcasting daily over radio, at present using a program of organ recitals.





A MONTHLY FEATURE  
OF  
EMANUEL-GOODWIN PUBLICATIONS

## Washington — Glance Behind the Scenes

BEHIND THE SCENES and screens of the great world of motion pictures, Uncle Sam's Federal Government is assuming a burden that is all too little appreciated by the average business men who steer the destinies of this industry in America.

But with the holding of the 1932 annual convention of the Motion Picture Theatre Owners Association in Washington, the National Capital is setting the stage for delegates to gain a new insight into the intricate workings of the machinery of government as it affects their stock and trade.

WHEN THE THEATRE OPERATORS from all sections of the country converge on the Federal City for the two-day conclave, March 14, the many government departments that keep constantly abreast of developments in the motion picture field will open wide their doors that the visitors may know what the government is contributing to the industry.

Not only does the government keep a sensitive finger on the pulse of motion picture activity, but also it takes the initiative in certain of its branches in bringing about advances in the development of the industry itself.

DEPARTMENT OF COMMERCE, whose activities are probably greater in scope than that of any other unit of the Federal service, takes the lead among the bureaus having to do directly or indirectly with the motion picture field. Research and experiments conducted at the Bureau of Standards of the Department of Commerce has done much to develop motion pictures.

In the progress of the talking picture, the Bureau of Standards has contributed the fruits of intensive studies in its Sound Investigation section, carrying out as a separate project the study of the photographic recording of sound.

INVESTIGATION of fire-resisting properties by Bureau of Standards scientists has developed new ideas and innovations regarding fire protection devices, fire escape methods, theatre curtains and the standardization of fire-test procedure.

MOTION PICTURE DIVISION of the Department of Commerce is one of the specialized commodity divisions operating in Washington, and it serves all branches of the motion picture industry. Since its inauguration in 1926 as a section of the Specialties Division, and its elevation to a separate division in 1929, it has been in charge of men experienced in production, distribution and exhibition and well informed on the domestic and foreign aspects of these basic industrial functions.

The chief purpose of the Motion Picture Division of the Department of Commerce is to report to the trade on all phases of film conditions abroad, including markets for educational and industrial films and for motion picture equipment. The division collects, co-ordinates and distributes all

**This month the MPTOA meets in the Capital. This brief picture gives a slant on departments which benefit our business.**

information received from the 59 foreign offices of the Commerce Department, and from the American envoys and trade commissioners abroad.

THE DIVISION, through these various channels, has built up full and accurate files, containing special statistical data covering exports and imports and foreign production of films, as well as the reports of certain foreign censorship boards. In many instances, the division represents the only source of this type of information now functioning.

In addition, the Department of Commerce maintains a motion picture equipment section which deals with problems confronting the American equipment manufacturers in foreign markets, including price competition, credit allowances and the establishment of agents.

AN INDUSTRIAL and educational section also is maintained as a unit which specializes in informational service to exhibitors, producers and distributors of films designed for business and educational purposes. Approximately 500 concerns are actively engaged in the production and distribution of non-theatrical films for exhibition in 100,000 or more educational,

(Continued on page "F")



# A Couple of More Pen Sketches

By  
**Louis Nizer**

**A** SQUAT, stocky, bald man. Skull, pointed high in rear, in which a century's wisdom has been crowded into 50 years. His foggy voice expresses the ideas of a crystal clear brain.

Serene in manner,—dynamic in thought,—emotional in appraisal,—logical in speech,—sincere in everything. Possesses the rarest form of discriminating mental honesty.



**NATHAN BURKAN**

**BORN** in Jassay, Roumania. Came to the United States 44 years ago. His ambition was to be a doctor. Chose law because it cost less to take the course. However, his adversaries believe to this day he is a surgeon. Studied at City College. Admitted to bar in 1900. Present list of clients is copy of "Who's Who."

Brilliance as lawyer so well established,—to retain him is greater assurance of victory than to have a good case. Animates arguments by adding burning touch of sarcasm to cold logic. Foe of injustice no matter what mighty shoulders it drapes. Would defend waif against a king. Yet combines with this idealism activity of

politician. Tammany leader and member of its Executive Committee.

**SMOKES**, swears and drinks only on rare occasions. His favorite expression is "Bubkes." Shaves twice a day. Wears brown or gray suits. Has two pairs of glasses. Doesn't need either of them. Expresses nervousness by constantly changing glasses. Is fresh-air fiend. Office always frozen. Fond of long walks and compels friends to accompany him at the most unexpected times.

**HIS MIND** has a neat assortment of facts. His desk has a sloppy pile of papers. Miraculously lays his hand on whatever document he wishes. Doesn't believe in maxim, "Early to bed,—early to rise." His maxim is "Late to bed,—early to rise." Prefaces day's work by several hours' study at home in the early morning. Enjoys leisure only when it is hard work.

Insists on knowing every detail in his office routine. Even when taking trips, radio telephones daily. Fond of golf, horse-back riding and prize-fights. Travels to Cuba to attend cock-fights.

**IN 1927**, married Marienne Alexander, who presented him with little jurist, now eight months old,—Nathan Burkan, Jr. Has three photos of Jr. on his desk. Intends getting larger desk. Deadly serious dignity at trials, succumbs at home. Crawls on his knees for his son. Love for wife and son typical of his intensity.

Is Master-Mason; member of Motion Picture Club, Lambs, Manhattan Club, Lakeville and other country clubs. His favorite dish is Hamburger a la Luchow with wine-kraut. Unnecessarily eats a great deal of brain food,—fish.

**OBTAINS DIVERSION** from reading law reports. Prefers modern biographical work to all other literature. His favorite

(Continued on page "F")

**A** TALL, pleasant, sallow-faced, bald man of 37. Lower octaved voice of intimate quality and earnestness.

Born and educated in Buffalo. Early ambition was to become a lawyer, but he was destined to be judge of motion pictures.

**BEGAN BUSINESS CAREER** as stock boy in factory. In 1919 entered motion picture industry as salesman—then booker for Real Art exchange in Buffalo. Stormed through industry in Horatio Alger style, working for Selznick, Robertson Cole F. B. O. — becoming vice-president of R. K. O. and president of Pathe. Thus leadership has been earned by excellence in the field of battle and not by favor in the field marshal's quarters.

Sees through fog of words or torrents of business adversity. Has introspective sense of humor. Favorite expression to clear away hokum is, "Now take your beard off and we'll get down to business."

**FOND OF BRIDGE**, golf, ice-skating, pool and swimming. Ping-pongs occasionally. Was once seen strumming a ukelele. Superstitious about foot on his chair when he plays cards. This probably subconscious expression of his ambition to keep both feet firmly on ground at all times.

**FAVORITE DISHES** are hash and stew. Eats so fast the calories don't get chance to register. Also shaves and sleeps fast. Always rifles ice chest for snack before retiring. Takes 20-minute nap after every Amos 'n' Andy hour.

Wears conservative clothes—usually brown. Long-pointed soft collars. Travels extensively. This is good for his restlessness, but bad for his rest.

Member of North Hills Country Club, American Legion, Director of Motion Picture Club.

**HID EMOTIONAL SENTIMENTALITY** until October 17, 1927, when he married Claire Spangenthal.

Delegates wide authority to subordinates. Doesn't interfere if job is done. Explodes if it isn't.

Attends theatre regularly, abandoning expert air and looking at performances from layman's view. Writes forceful brief conversational letters, dictating rapidly.

(Continued on page "G")



**LEE MARCUS**

Again **YOUR THEATRE** is indebted to the **BULLETIN** of the Motion Picture Club of New York City for these pictures of two prominent film men — one a lawyer, the other a leader in RKO.



# Cinematic Things That Annoy Me

By  
Justin Herman

**T**HE WORD "LAUGH" when it is spelled "laff."

ACTORS who say "'nk yo'" for "thank you."

TRAILERS that prophecy, "You'll sob," "You'll thrill" or that attempt to anticipate any of my emotions.

CLOSE-UPS of prolonged osculations.

DIALOGUE that contains the line, "Then—then—you mean . . . ?"

THE WORD "screw" when used as a synonym for "get out of here."

MECHANICALLY courteous ushers.

MUSICAL OVERTURES.

FOREIGN PICTURES that advertise "You need not understand a word of Persian to enjoy this film."

BRITISH inflections when used by American actors. And actresses.

SUPERLATIVES in motion picture advertising.

SHORTS that feature jazz orchestras.

SHORTS that feature concert orchestras.

SONG SLIDES.

SHORTS that feature crooners.

SHORTS that feature concert or grand opera *artistes*.

MOTION PICTURES that are advertised as being "sophisticated."

BEING TOLD in advance advertising that a former small-time vaudevillian is a "Broadway star."

BEING TOLD in advance advertising that the screen version of a little known book is the "Screen version of last year's best seller."

PICTURES featuring radio stars.

MUSICAL backgrounds for dialogue.

GANG FILMS in which the gangsters do not remove their hats when indoors.

MYSTERY FILMS in which detectives do not remove their hats when indoors.

BEDROOM SCENES in which actors retire for the night with light shining on their faces and with all windows in the room closed.

BEDROOM SCENES in which actresses, awakening in the morning after a good night's sleep, are shown wearing brassieres under their pajamas.

CHILD ACTORS and actresses who refer to their film-fathers as "Daddy."

CHILD ACTORS and actresses.

PICTURES that are "Not recommended for children."

PLATINUM BLONDES.

PICTURES in which actors cast as big business men wear piccadilly collars and cutaway coats.

COMEDIES in which a colored character turns white from fright.

PICTURES in which male characters wear brand-new hats.

PENT HOUSE pictures.

PICTURES in which rooms in New York apartments are shown to be only slightly smaller than the Madison Square Garden.

SHOTS of actresses in bath-tubs.

SINGING ORGANISTS.

WESTERN PICTURES in which the cowboys and bandits wear clean shirts and the star a spotless and carefully creased Stetson.

PICTURES in which the stars ride around in nothing but brand-new limousines.

PIANO PLAYING in animated cartoons.

NEWSREEL CLIPS of economists prophesying the return of prosperity.

NEWSREEL CLIPS showing Germans drinking beer.

NEWSREEL CLIPS showing Government agents rounding up or feeding deer, elk, buffalo.

NEWSREEL CLIPS showing destruction of liquor by prohibition agents.

PATRONS who use theatre lounge rooms.

EXCESSIVE TRAILERS which take up 10 minutes of two-hour performance.

PATRONS who comment on scenes sufficiently loud to drown out conversation on screen.

UNBALANCED PROGRAM—Good feature; bad shorts.

USHERS who insist on seating you where they wish you to sit, you having no option.

CENSORS.



The decorative picture is a scene from the Warner Bros. Production "The Man Who Played God."



# OVERSEATING

## Public Enemy of the Cinema No. 1 Is Placed in the Publicity Spotlight

By Chester B. Bahn

Dramatic and Motion Picture Editor

THE SYRACUSE HERALD

### WHAT'S WRONG WITH THE SHOW BUSINESS?

SPECIFICALLY, what's wrong with the cinema?

Is mismanagement of the industry, first by its own and more recently by Wall Street's minions, responsible?

Or are they attributable to Hollywood's mass production policy, and the flood of mediocre pictures?

Has the creation of far-flung circuits, more or less closely allied with producing corporations, adversely affected the cinema?

And what, too, has been the effect of the erection of the so-called de luxe type of theatres with seating capacities in excess of 2,000?

Is the present depression a vital factor in the drop in box-office patronage?

ACCEPTING THE PREMISE that an affirmative answer may be given to all questions asked (and surely they cover contributing causes), it nevertheless seems to me that the cinema's gravest and underlying problem is definable as overseating.

For proof to be marshalled in support of that premise one need go no farther than Syracuse. That city, indeed, is an excellent field for any theatrical survey. It is a normally prosperous community, for one thing; it was one of the last "road" strongholds, for another, and, for a third, it was the first major city to become a battlefield for the greedy circuits.

Syracuse, according to the last available figures, has a population of 209,326; Onondaga County's last recent total is 291,606.

THERE ARE IN THE CITY 37 theatres, two—Keith's, seating 2,514, and Loew's, seating 2,908—devoted to vaudefilm, the others showing talkies exclusively. Five of the major houses are chain-controlled—they are, in addition to Loew's and Keith's, Warners' Strand, seating 1,600; Skouras-Fox-Eckel, seating 1,446, and Paramount, seating 1,500. Dewitt, with 1,491 seats, is independently owned.

Loew's and Keith's give at least three complete shows daily; on a seven-day basis, their maximum capacity is 113,862. Strand, Paramount and Eckel average six shows daily, the Dewitt, operated as a straight picture house, the same. At capacity, these four theatres would accommodate 253,554 weekly. Syracuse, also dark at the moment, seats 1,710. It was built for pictures,

usually plays pictures. On a six-performance, seven-day basis, the house has a weekly capacity of 71,820. Leading downtown subsequent run and neighborhood theatres of Syracuse are the Rivoli, Riviera, Brighton, Cameo, Harvard, Palace, Swan, Novelty and Turn Hall.

Of these, the Brighton is dark at the writing. Their respective capacities are: Brighton, 1,672; Riviera, 1,600; Cameo, 1,140; Rivoli, 1,200; Regent, 989; Swan, 800; Harvard, 742; Turn Hall, 700; Palace, 625, and Novelty, 600. On a seven-day basis, these theatres will average three shows daily; thus their maximum capacity weekly is 190,428.

SUMMARIZING, we find that 17 out of the city's 37 theatres have the combined maximum capacity of 629,664 weekly, or three times the total Syracuse population.

IT IS NOT DIFFICULT to trace the relationship of overseating and the other ills from which the cinema suffers. It was the mushroom expansion of circuits and the jealous desire for "show windows" which led to unwise leasing and building of theatres. Once acquired, these houses had to be kept open. This meant that the circuit-allied studios must increase their yearly schedules; meant, too, that the chains must bolster weak pictures with costly added attractions, "flesh" or otherwise.

IT FREQUENTLY is contended that the films of today are inferior to those made

several years ago, and that an appreciable drop in patronage is thus explained. I am not sure that this is the case. Looking backward, it seems to me that there were as many if not more "weak sisters" in the silent era's last years. But there were fewer first class theatres and hence less opportunity for "shopping" by the fans. Nor had exhibitors yet made the fatal mistake of resorting to cutthroat competition.

Cutthroat competition, of course, is one of the aftermaths of overseating, and overseating, speaking candidly, is something for which the chains must accept responsibility. I know of only one instance in Syracuse where independent exhibitors clashed in a neighborhood "war"; the victor is paying dearly for winning. He finally leased his opposition, and the house is now dark for want of a paying clientele. It might be well to stress that overseating does not necessarily imply that the number of theatres has been radically increased over a short period of years. Overseating may result, frequently does, from policy changes which automatically raise total capacities in a given field.

AT THE PRESENT TIME, executives of the leading producing-distributing companies are fighting the double-feature evil; it smacks, they say, of ruinous competition, and perhaps they are right. Yet it seems to me that here again the larger chains must confess responsibility. The circuits, striving desperately to substitute black entries for red, have so augmented their entertainment programs that the independent and neighborhood exhibitor cannot compete on a single picture basis. Particularly when the picture is a Fordized product, rushed through so that the studio's allied circuit houses may have sufficient releases.

AS A MATTER of fact, exhibitors generally—and this goes for the circuits as well as the independent showman—have given too much for the money for years. When business has slumped, either from unemployment, weak product, overseating, or whatever the cause, the favorite solution has been "more show." The fan reaction has been a curious one. Is he appreciative? Hardly. He feels that he has been gyped in the past.

ON THE BASIS OF WHAT IS GONE BEFORE, I REPEAT THAT OVERSEATING IS THE NO. ONE PUBLIC ENEMY OF THE CINEMA. If there was no overseating, the average picture would reap a profit, just as it did in the pre-expansion period; if there was no overseating, major provincial houses would not be required to supplement a Grade A talkie with a four-act stage show, 12-piece house band, fea-

Once again YOUR THEATRE is privileged to present some pertinent and important observations by Chester B. Bahn, perhaps the most quoted motion picture editor. Bahn not only puts the industry under the microscope but takes Syracuse, first battleground of the chains, as an example of what has happened in all parts of the country.



tured organist and supplementary film shorts, all for 60 cents top; if there was no overseating, neighborhood and repeat theatres would not be forced to double-feature at prices ranging from 10 to 25 cents. This suggests the thought that showmanship is more urgently required today in the studio and in the circuit headquarters than it is in the house manager's office. This, of course, runs counter to the prevailing opinion that showmanship is essentially an exhibitor quality.

**MAKING PICTURES** with at best a limited appeal for mass consumption is NOT showmanship. Neither is showmanship found in the filming of those stories which, rightly or wrongly, must be so radically altered to meet the dictates of the Hays office that the finished picture bears slight resemblance to the original. Nor is showmanship exemplified by attempts to translate into cinema themes unsuited to the screen. Nor in the production of pictures designed primarily for metropolitan audiences, with subsequent distribution nationally. Nor in confusing attempts to make gory history palatable by resort to trite romanticism. Nor in flagrant miscasting. Nor in efforts to present a double-chinned actress as a glamorous heroine. Nor in subordinating the star's part to that of a comparatively unknown newcomer. Nor in burdening a new star with a trashy vehicle and, worse, a character that is obviously a misfit. Nor in the frequency with which Hollywood leaves good unrewarded by good, thus upsetting dramatic balance. Nor in many other common practices which might be cited—and may be before this sermonette is concluded with a critical "Amen!"

**ANY SUMMARY** of all-too-common practices in which showmanship is a minus quantity must include these:

A. Drastic reductions in newspaper advertising budgets, and an attempt to substitute non-cost exploitation tie-ups for the lost lineage. The non-cost stunt generally is costly in the end—costly in patronage which it fails to attract, costly in the wasted time of the exhibitor or manager.

B. "Home office" red tape and restrictions which reduce the individual circuit manager to office boy status or, at best, clerical level. I know one house manager who is so closely tied to his reports that he has not dropped into the newspaper offices for six months. I know others who cannot make ordinary expenditures without lengthy correspondence with the "higher ups."

C. Distribution of press sheets filled with suggested newspaper tie-ups that not even a country weekly would countenance, exploitation ideas which, if adopted, would spell trouble for the exhibitor, and press yarns that insult editorial intelligence.

D. Production of an endless stream of inane two-reel comedies, warranting the charge by the Philadelphia "Public Ledger" (among others) that Hollywood hasn't the least idea of the basic principles of humor—is wholly ignorant of why folks laugh.

Occasionally, of course, a two-reeler comes along with a really funny gag or two and a couple of hilarious lines.

Mickey Mouse and a host of imitators carry on, but even in the two-reel cartoon field continued repetition of bits and effects is damaging.

E. Excessive dialogue in both newsreels and scenic novelties. This refers in particular to alleged witticisms voiced by the unseen commentators. A newsreel "shot" should tell its own story; explanatory remarks, if necessary, should

be terse. After all, the audience is interested in the picture, not the verbose reporter.

F. Scrapping established cinema "names" for "unknowns" on the theory that studio overhead is thus materially reduced. For every James Dunn and James Cagney among the "unknowns," there are at least 10 who fail to come through. Consider the loss in time and money as the studios fruitlessly strive to establish these substitutes.

G. Offending the Fourth Estate, upon whose friendship and good will the Fourth Industry is so dependent, through libelous representations of newspaper folk on the sound-screen and the covert attempts to make the sound-screen an advertising medium.

H. Newspaper contests which serve, not to attract box-office patronage, but to fatten press books for home-office

perusal. Checking of replies to such Syracuse contests over a period of time established that the majority came from what might be called "professional contestants"—readers seeking something for nothing. Winning, they attended the picture; losing, they remained at home. And when the 500 answers (I use a top figure) daily are contrasted with 60,000-odd circulation, the worthlessness of such contests, to both theatre and paper, is established.

**YOUR THEATRE**  
thanks Chester B. Bahn  
for his co-operation. It  
hopes to present "Public  
Enemies" in future issues.

## THERE *Is No* SUBSTITUTE

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## For QUALITY *and* SERVICE

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IN these days of economy buying, not enough thought is given to the fact that a certain kind of quality and service can never be measured by price. Exhibitors who desire perfection are always willing to pay.

*... and Furthermore ~*

Stanley Frame has pledged itself to a 1932 policy of sane, sensible prices, backed by the assurance to exhibitors that its high standards of quality and service will never vary.

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FILM CENTRE BUILDING



## Release Prints and Theatre Operation

PROBLEMS CONFRONTING the industry in regard to release prints and theatre operating practices will receive special consideration during the meeting of the Society of Motion Picture Engineers, to be held in Washington, D. C., May 9-12. Another session will be devoted to photographic problems.

IT IS BELIEVED by the society that the poor quality of release prints has complicated the work of the projectionist and has affected theatre attendance, and the papers committee plans to secure the best authorities in the industry to present papers on this general subject. Leaders in theatre operation will also be secured to deliver papers before the session on theatre operating practices.

A NUMBER OF CHANGES have been tentatively planned for the meeting this year. There will be no business sessions on the opening morning of the convention, this being reserved for registration and organization work.

### PEN SKETCHES

(Continued from page "B")

#### BURKAN

historical characters are Lincoln, Disraeli and Marshall. This is a revelation of characteristics he has sought to acquire.

He is the legal pioneer of the Motion Picture industry who cleared the rocks of obstruction and broke the ground of precedents. In 32 years of law practice has

hurled hundreds of legal bricks at wickedness. Now surveys the structure of Motion Picture law built from his missiles.

A BLACKSTONE who has become the cornerstone of the Motion Picture edifice. Has avoided the success which is achieved by ruthlessness and results in bitterness. He has traveled to professional pre-eminence on the road of moral and mental integrity. Is therefore respected and admired by everybody.

### WASHINGTON

(Continued from page "A")

religious, social, commercial and civic institutions.

To insure personal contact with the industry the men in charge of the Motion Picture Division are called upon to make numerous trips to the motion picture producing and exporting centers of the United States.

OTHER BUREAUS of the Department of Commerce, too, turn out films of an educational character, notably the Bureau of Fisheries, and in this connection the massive new headquarters of the Commerce Department incorporates in its floor plan a laboratory for the manufacture and development of educational films. Although appropriation for the furthering of this phase of the department's activity in motion pictures on a larger scale is lacking, the plan is definitely included among steps contemplated by the government.

DEPARTMENT OF AGRICULTURE and the Department of Labor have created many films instructive in character, and the subjects covered constitute a worthwhile contribution to the field of educational pictures.

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of valuable assistance in selecting

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Drinking Fountains

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Vaigh Company  
12<sup>th</sup> & Montgomery Philadelphia



# Perfect Sound-Illusion of Reality

By  
**Julius Weinberger**

PERFECT SOUND may be defined very simply: It is a *natural* reproduction of the original speaker's or singer's voice, or of noises, or of orchestral music. If one can shut his eyes and not know whether he is listening to a mechanical device, or to the original rendition, he has perfect sound reproduction. Otherwise not.

A GOOD MANY PERSONS regard mechanical sound reproducing equipment frankly as a mechanical device, and therefore do not expect it to simulate reality. The consequence of this point of view is that they accept distorted sound and sell it to themselves (and their customers) on the basis of artificially created virtues. The author has a vivid recollection of some of the alibis which were used in the early days of radio to excuse poor sound reproduction. Whenever a new line of radio sets was placed on the market, a lot of folks would sit around listening to the various sets or loud-speakers and switch from one to another. None of them would be even approximately realistic, and then adjectives would begin to issue from the audience. One set was called "mellow," another "brilliant," a third "soft" or "bright." All of these words merely meant that the sets in question were not reproducing *naturally*, and so listeners applied euphemisms to them that would disguise the mechanical character of the reproduction.

TODAY listeners everywhere strive to create the illusion of reality, and if the sound isn't natural, it cannot create such an illusion. The purpose of all entertainment is to help the auditor to forget himself for the moment, and to enter mentally into another world—the world of the characters on the stage or screen. The more perfectly the feeling, the better the chance that the listener will lose himself in the story which is being played out before him, and will leave the theatre with the feeling that he has derived real enjoyment from the show. What, then, are some of the elements which are necessary in order to achieve this illusion in a sound picture presentation?

FIRST, in speech reproduction, the words should be understandable, one from another, and they should all sound like human beings. There are very few people whose voices sound exactly alike, and it is often the case that certain types of sound apparatus may render the speech of the various characters in a talking picture quite *intelligibly*, yet with little difference between the voices of the various men or women in a picture, and with voice quality that no human being ever possessed. This sort of

reproduction is acceptable, but it is not realistic. It is also well to be critical in listening to speech reproduction, and to listen not only to the quality of the vowel sounds, but to consonants—which are the sounds that generally show up the defects of the equipment more clearly than the vowels, and affect intelligibility to a greater extent.

IN MUSIC, the distinguishing feature of natural sound reproduction is the fact that all of the instruments in a full orchestra can be clearly distinguished one from another. In addition, there is a great width of tonal range, so that the lowest bass notes and drum beats can be heard as clearly and loudly as the highest tones of the violins. Further, and even more important, is uniformity and evenness of reproduction. By this is meant equal loudness of the various tones of the musical scale. Poorly designed equipments (particularly loud-speakers) are frequently marked by the fact that as the music goes up or down in pitch, certain tones will stand forth violently while others can scarcely be heard. This difficulty is due to what are called "resonance peaks" in the loudspeakers.

IN ADDITION to the general characteristics outlined above there is a characteristic which is common to both speech and music, and that is *smoothness* of individual speech sounds, or musical tones. By this is meant freedom from tremolos or additional fuzzy, raspy or other types of harsh noises, accompanying the words or music.

In attempting to attain the type of reproduction referred to above, RCA Photophone engineers have used a number of expedients in reproducing and recording apparatus, given below:

Theoretically, the human ear can hear sounds having a pitch from about 32 to 20,000 vibrations per second. However, it has been found by experience that sound apparatus which covers the range from about 60 to 8,000 vibrations per second will deliver a very acceptable and almost natural result. Certain types of equipment on the market reproduce practically nothing below 300 or above 4,500 vibrations per second. When reproduction from such equipment is compared with that from one which transmits the range 60-8,000 (such as the RCA Photophone Type PG-30 equipment, used with the 50-inch directional baffle), there is a startling difference in naturalness and clarity. The limited range equipment may reproduce speech intelligibly, but it does not sound natural. On music it sounds like a phonograph. When reproducing a full orchestra, it is clearly *mechanical* reproduction instead of natural reproduction.

In RCA Photophone recording equipment, wide frequency range is secured

**As long as mechanical sound is a part of the theatre no exhibitor can afford to have his machine other than close to perfection. Attention to the writer's remarks may prove of value.**

**Julius Weinberger is engineer in charge of research for RCA Photophone, Inc. In these comments on sound he gives the basis for judging good equipment.**

by using the newly developed ribbon microphone, carefully designed amplifiers, and recorders capable of making accurate records up to 10,000 vibrations per second.

In RCA Photophone reproducing equipment, wide frequency range is secured by carefully designed optical systems in the sound head, amplifiers which are practically the last word in amplifier design, and loudspeakers which represent several years of intensive research effort. In connection with the last named, it may be said that they reproduce the widest and most uniform frequency range that has been obtained by a mechanical device.

The second important element in sound reproduction, namely, smoothness, is obtained largely by careful attention to the devices which move the film in the recorder or reproducer. If the film travels with perfectly uniform speed, there will be no gurgles, wows, fuzz or rasp in the sound reproduction. However, to attain this uniformity of speed, careful attention to details is necessary.

THE CAPABILITIES of sound reproducing equipment may be judged by these qualities:

ON SPEECH REPRODUCTION, intelligibility of the words spoken by the characters and ability to distinguish one character from another with the eyes closed.

IN MUSICAL REPRODUCTION, the following should be observed:

The ability of the equipment to reproduce various musical instruments so that they sound like the original to a trained musician. In orchestral reproduction, it should be possible to pick out individual instruments readily when the entire orchestra is playing, and there should be equal and uniform loudness of the bass as well as the higher pitched instruments.

OBVIOUSLY, the last word has not been said in the creation of sound reproduction which fulfills completely the requirement of perfect illusion. There are still many elements in the situation which require research on the part of engineers and education on the part of exhibitors, but these will be found to make perfect sound.

**MARCUS**

(Continued from page "B")

MOODY—particularly in morning. Gets four-day temper spell once a year. Is a film man, i.e., he swears. His sternness, dipped in inherent kindness, loses its acidity. The combination of such two inconsistent warm characteristics as anger and sympathy produces glow of distinct personality. A super-salesman executive of indefatigable energies. Admired and respected by everybody.





# Watch . . .

## WASHINGTON, D.C.

March 14-15-16



The seat of our Government and birthplace of its current legislation . . . . The meeting of the year and the most representative and most influential exhibitor body in the industry . . . . The ears of our elected representatives listening to the voice of a united theatre owner and industry front . . . . Protect your investment, it's worth fighting for . . . . On to Washington—the center of diplomacy, the architecturally perfect, the historically endowed.

*We repeat . . .*

*Watch Washington!*

*All Exhibitors Welcome!*

12th ANNUAL CONVENTION  
**M. P. T. O. A.**  
 MAYFLOWER HOTEL

Make your reservations NOW!!!

National Headquarters: 1600 BROADWAY, NEW YORK



## Warners-First National In Bonus Sales, Billing Drive

**Lots of Dough Ready for Offices, Report Says**

Warner Brothers-First National sales executives have decided to hold their annual sales drive during the six weeks' period from April 17, ending May 28.

Instead of making it a testimonial drive, as in the past, with the winners receiving cups, the prizes this year are going to be much more substantial and possessing greater incentive for winning than ever before.

The contest will be based on district and branch billing and collection efficiency during the period of the contest. Special quotas have been established for each district and branch.

Aside from the prestige that naturally goes to the winner of a sales drive of this sort, the leaders of the contest will be rewarded as follows:

1. Five hundred dollars in cash to the district manager whose district makes the best showings on billings and collections.
2. One hundred dollars in cash to each of the branch managers in the winning district, excepting those who qualify for a salary bonus.
3. A bonus of two weeks' additional salary to the manager and each employee of the branch which makes the best individual showing on billings and collections during the drive, regardless of whether or not the branch is in the winning district.
4. An additional bonus of one week's salary to the managers and employees of all other branches which reach or exceed their quotas during the period of the contest.

### Orpheum, Kingston, Cuts

Development in the Kingston situation calculated to intensify the competition now going on is announcement by the Orpheum of a cut in prices to 20 cents.

### Gum Selling Prophet

Importance of the candy and gum seller in front of the theatre took on new significance in Rochester when a newspaper discovered that one was changing his base of operations according to the popularity of the film attractions that week.

Reporter speculated whether the gum seller would choose the Palace, Century or Rochester, and each had a strong picture.

Managers Golden, Hicks and Nolan immediately got warmed up and declared a gum seller would be stationed in front of each of their theatres even if they had to reduce the ranks of the unemployed to bring it about.

## Tiffany Offers "Hotel Continental"



With Peggy Shannon, Theodore Von Eltz, Rockliffe Fellowes and many others, "Hotel Continental" is declared to be good stuff.

## Says Phil M. Daily About Columbia

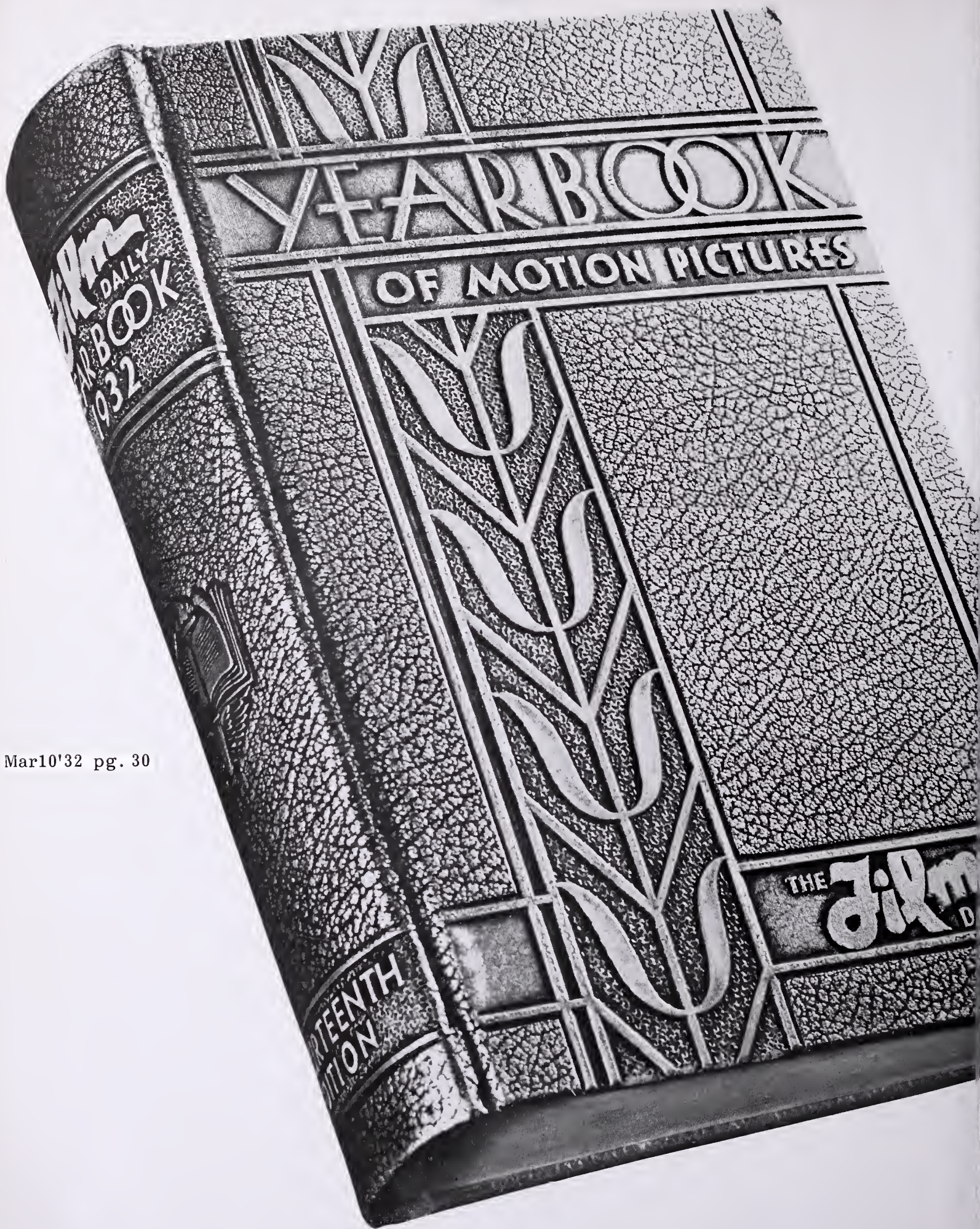
A NEW SPIRIT is permeating the Columbia home offices . . . traceable in great part to the recent acquisition of several gents in key spots . . . men who have made their individual marks in the film biz with other organizations . . . specialists in their respective lines . . . men who are held in high regard because of their splendid records of worthwhile achievement . . . and because of their likeable personalities.

TOO OFTEN in this film biz are encountered men whose abilities cannot be questioned . . . but who are the possessors of unfortunate personalities . . . so their achievements are discounted in great part by their inability to inspire confidence . . . to foster goodwill . . . in those who must work under them.

AND AS SHOW BUSINESS is predicated so strongly on personalities . . . the ideal executive is one who combines native ability with proved experience, and enriched with a personality that attracts, holds and inspires those associated with him . . . such men as Walter Wanger, now picking production material for Columbia . . . Charlie Rosenzweig, general sales manager . . . Bruce Gallup, advertising and publicity chief . . . and Hubert Voight, handling publicity on the Coast.

SO IT LOOKS to us like a verry happy and fortuitous alignment . . . that augurs well for the future of Columbia . . . a company that has fought a gruelling fight up from obscurity to a place among the big line producers . . . by turning out Pictures . . . and we mean Pictures . . . for they have showed a profit for exhibitors and themselves . . . which is Something . . . in these days . . . and with Jack Cohn commanding in the East . . . and Harry Cohn turning 'em out on the Coast . . . this addition of new Young Blood . . . seasoned with their experience with big organizations . . . is all set to go . . . so watch Columbia . . . with no dead wood . . . no headaches . . . No involved red tape . . . they are rounding the turn . . . with a position on the rail . . . and it's a cinch they'll be In the Money.





Mar10'32 pg. 30



# Just off the

# ● Press!

Mar10'32 pg. 31

**H**ERE is a volume which has no equal. Everything pertaining to the motion picture industry can be found within its covers. This important volume, which runs well over 1,000 pages each year, contains a showman's manual of 32 pages of ideas which are practical. The ideas are not just theory, they are ideas which have been used to satisfaction. They are so grouped and arranged so that no matter what type of picture an exhibitor is playing, he can find stunts which will help him sell his picture to the public. The Year Book contains a complete list of theatres throughout the country, circuit or individually owned. A list of 12,577 features released since 1915, together with review dates and distributors' names. A complete list of all features released during the year with all data, such as players' names, directors, etc. A buying guide that is unsurpassed, giving names and addresses of all important equipment venders listed under products handled by them. Personnel of all major producing and distributing companies. Addresses and officers of important societies. A summary of arguments against censorship. Censor boards and their personnel. The ten best pictures of the year. A financial section showing the financial structure of the major companies. A foreign section which gives you a survey of the foreign field. These are only a few of the many subjects of interest found within its covers. **THE FILM DAILY YEAR BOOK** is given free with a year's subscription to **THE FILM DAILY**.

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Reviews of All Features—Short Subjects  
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# NEW TWO SUPER SPECIALS *In the Exchanges*

# MAYNARDS

And His Human Horse **TARZAN**

# TEXAS GUN FIGHTER

Mar10'32 pg. 32

DISTRIBUTED  
BY  
SONO ART-  
WORLD WIDE



A story of the Southwest that reeks with the lore of guns and love and that delightful romance and high adventure—a thriller and the best Maynard ever produced—

# WHISTLIN' DAN

A tale of strong men and a girl who lives to learn that good men can also fight—the Maynard fans will love this swift, breezy, action story—

IT'S THE SHOWMAN'S  
BREAD AND BUTTER  
*Get your exchange on the telephone NOW*



ANY

**3 BIG SPECIALS**  
*get your dates NOW*

Mar 10 '32 pg. 33



BOOKED BY THE  
GREATEST THEATRE  
CIRCUITS IN THE  
WORLD

**HOTTEL**

**CONTINENTAL**

THE CAST: **PEGGY SHANNON**

*(Courtesy of Paramount)*

THEODORE VON ELTZ  
ALAN MOWBRAY  
BERT ROACH

WILLIAM SCOTT  
ROCKLIFF FELLOWS  
HENRY WALTHALL

ETHEL CLAYTON  
AILEEN CARLYLE  
FARRELL MACDONALD

DIRECTION - - CHRISTY CABANNE

**LENA RIVERS**

With—CHARLOTTE HENRY  
JAMES KIRKWOOD  
BERYL MERCER

MORGAN GALLOWAY  
JOYCE COMPTON  
JOHN ST. POLIS

BETTY BLYTHE  
JOHN LARKIN  
CLARENCE MUSE

BY MARY J. HOLMES—READ BY OVER TEN  
MILLIONS—AND STILL GOING STRONG

**STRANGERS of the  
EVENING**

Taken From Tiffany Thayers  
"THE ILLUSTRIOUS CORPSE"  
The Year's Greatest Selling Novel ]

ures Owned and Produced exclusively by Quadruple Film Corp., Ltd.

*We know how to make Box-Office Pictures*



# TAKE ANOTHER MEDAL, Frank..

for putting into "After Tomorrow" the same greatness that made your "Seventh Heaven" and "Bad Girl" pictures that the public can never forget.



FRANK BORZAGE

# TAKE ANOTHER BOW, Charlie..

for coming through again after knocking 'em over in "Delicious." The best acting job you ever did—not excepting "Seventh Heaven."



CHARLES FARRELL

# TAKE A BIG BOUQUET, Marian..

for a swell job of acting in one of the most dramatic young-love roles ever created. It puts you right up with the top-notchers.



MARIAN NIXON

Mar10'32 pg. 34

Released MARCH 13

# TOMMO

FOX PLAY DATES ARE PAY DATES



# TAKE ANOTHER HIT, Mr. Exhibitor...

from FOX—one company that's beating  
its great early-season product with even  
bigger hits! Better date it in RIGHT  
NOW!

## WATCH N.Y. AND CHI. Papers..

for reviews on these  
pre-release bookings

With CHARLES FARRELL

Marian Nixon  
William Pawley

Minna Gombell  
Nora Lane

William Collier, Sr.  
Ferdinand Munier

*Based on the stage play by John Golden and Hugh S. Stange*

FRANK BORZAGE'S

# AFTER

# DRROW

FOX PLAY DATES ARE PAY DATES

*Like*

YOUNG AS YOU FEEL  
MERELY MARY ANN  
BAD GIRL  
DELICIOUS  
DANCE TEAM

Balaban & Katz  
ORIENTAL (Chi)  
*March 4*

•  
ROXY (N.Y.)  
*February 26*

Mar10'32 pg. 35



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Gang Films Rapped

While Harry Shaw refuses to take the bow, a broadside from the Commissioner of Public Safety banning gangster films had an appropriate appearance, just before "Beast of the City" came to Loew's, Syracuse.

Commissioner William E. Rapp, in a letter to Charles F. Wilkes, chief inspector of public assemblies, issued orders prohibiting the showing of such films and reads:

"Please be advised that the showing of racketeer pictures will not be tolerated by this department. You are advised to take such steps as are necessary to stop any and all showing of films of this nature."

Inspector Wilkes said he had served notice upon the managers of the theatres advising them that any and all pictures romanticizing crime and criminals must be shown privately and approved before any attempt is made to present them to the public.

## "Fireman" Front

Lou Goldberg, advertising and publicity, Warners Brothers' Broadway theatres, had a smart looking front made up for "Fireman, Save My Child" at the Strand. It was a lavish display with lots of color splashed all over the front with caricatures of Joe E. Brown in fireman's garb. But the piece de resistance that attracted a whale of a lot of attention was the figure of a baby planted on the end of a flagpole supporting a large drop banner. A figure of a comedy fireman crawling out on the flagpole served to top off a very attractive and original display.

## Kiwanis Guests

R. W. Budd, personnel manager, Warner Brothers, played host to six visiting guests of the New York City Kiwanis Club at the Warner Theatre for "The Man Who Played God." Budd, a member of the Kiwanis Club, on behalf of Warner Brothers, extended the invitation to see the George Arliss picture to the out-of-town guests present at the regular Wednesday Kiwanis luncheon.

## Syracuse Stunt-Wild

Exploitation stunts ran riot over Syracuse week-end. To plug "Impatient Maiden," Manager Gus Lampe, Eckel, offered \$5 in gold and courtesy tickets to amateur sleuths who might identify a young woman appearing at regular hours on the downtown streets. William J. Tubbert, Keith's, took young Bob Ripa, Danish juggler, to St. Vincent's Orphan Home, where the youngsters were entertained.

## "Lost Squadron" Breaks Records After Big Plug

Whirlwind campaign put RKO's world premiere of "The Lost Squadron" over the wire for two house records, and put a broad satisfied smile on the countenance of William J. Tubbert, managing director of Keith's, Syracuse.

A record advertising barrage preceded the opening, with full pages in both the morning and afternoon papers. Other stunts and specialties included: three planes over city at noon, Saturday; timed to fly over theatre at opening, dropping heralds all over city in three-hour flight; special attention to University section to combat "Arrowsmith" current at Loew's; novelty plane heralds folded into all merchandise going out from leading department stores—Dey Bros., Edwards and the Boston Store; three beaverboard planes whirling around in formation under marquee ceiling, with motor on top to keep them in motion . . . Buick sound truck on streets with banners on film; five-foot upright electric light signs reading "The Lost Squadron" attached to Theatre upright; Arctic Ice trucks placarded on each side, going into every section of the city; cards in all Syracuse hotel rooms, over 1,000; theatre doormen dressed in aviators' costumes; door hangers throughout city reading "closed, gone to see 'Lost Squadron'"; 300 special size window cards with stills for store windows on main street and telegraph poles; ads on menu cards in restaurants; three regular organ broadcasts with plug for picture and five special plugs over WSYR; special announcement offering courtesy tickets three times daily; contest

## "Hound" Comes Soon

When the last episode of the six weeks' "Hound of the Baskervilles" radio broadcast concludes, mention will be made of the First Division picture of the same name. The picture gets its release March 10. The campaign on "Hound of the Baskervilles" is probably the most intensive given any picture over the air, and the release has been timed to allow exhibitors to cash in on the air bally.

in "Hearst Journal," "Would You Marry a Flyer?"; six huge flashlights playing on theatre from across street for Friday night premier and for Saturday and Sunday nights two hours each; red light torches promoted from New York Central for ballyhooing front; ballyhoo record with drone of planes dubbed in and voice with blurb; special article by Dick Grace and "Sunday News" feature on "Fate Catches Up with the Movie Stunt Flyer" in 40 by 60 blow-up with copy on sidewalk; 8,000 cheap heralds folded into all "Liberty" magazines and "Liberty" boys parade with band to theatre Monday at 4.30 for special showing—Buick sound truck, heavily bannered brought up the rear; 200 newsstands carrying "Liberty" Placarded with theatre copy; 200 special invitations to city officials, newspapermen and aviators for world premier; letter to American Legion commander with request to be read at Legion meeting and posted on bulletin board; auto tire covers; fireworks and bombs on top of roof.

## "The Midnight Patrol" Has a Wow of a Cast



"The Midnight Patrol," C. C. Burr Production, directed by Christy Cabanne, is said to have one of the biggest casts assembled for an independent picture. This includes Regis Toomey, Edwina Booth, Earle Fox, Mary Nolan, Betty Bronson, Jim Jeffries, Tod Sloan, Mack Swain, Snub Pollard, Jack Mower, Robert Elliott, Edward Kane, William North Bailey, Mischa Auer, Ray Cook, Harold Hecht and Barry Oliver. First Division and Monogram release.



**Shirley's Splurge**

Bill Shirley, State Theatre, Schenectady, has found that by advertising not only his current show in the daily press, but also the next three pictures booked for the theatre, he has been building up a house prestige that has resulted in greatly increased business. For one thing, the ad which runs three columns wide and the entire length of the paper, forcefully serves to call the attention of the readers to his theatre. By splitting the space, one-half to the current picture and the lower half to the coming attractions, he gets a most effective reader reaction.

Both the Strand and Ritz in Port Jervis are distributing dresserware to woman patrons on two nights of the week.

**Goldberg's Challenge**

Lou Goldberg, advertising and publicity manager for Warner Brothers' Broadway theatres, devised a novel campaign for the New York showing of "The Heart of New York." He wrote to every New York newspaper columnist, challenging them to see the picture if they think they know New York.

Stage, motion picture and radio stars will feature the St. Patrick's Eve entertainment, Dobbs Ferry, March 16.



Charles F. Wilkes, chief inspector of public assemblies, Syracuse, welcomes Buck Jones, while at the rear, left to right, are Ruth Warren, Leo Rosen, managing director, Warner's Strand, Syracuse; Al Kaufman, Comerford's Capitol, Rochester, and Joe Miller, Columbia Pictures.

**"Lure" Plug**

In connection with "Lure of the Ring," Manager Harold Raives contacted with the sports department of the "Democrat" and "Chronicle" to run a contest for essays on "Whether Dempsey Can Come Back."

**Yonkers Locals**

RKO Proctor Theatre, Yonkers, expects to play to capacity houses with a stunt which is now taking shape. This theatre will stage a revue entitled "Yonkers Follies," made up of a local cast.

**Circus for "Sky Devils"**

In keeping with the spectacular stunt flying in "Sky Devils" at the Rivoli, New York witnessed a sensational air circus over Broadway participated in by several of the most prominent flyers of the country.

The circus was put on simultaneously with the opening of the picture, the planes being of several makes, including auto-gyros.

On the stage of the State Theatre, Middletown, Mayor C. C. Van Fleet officiated at the wedding of Florence Olivia Brown and Clarence Campbell Horton.

**Pump For "Joe"**

In connection with the showing of "Fireman, Save My Child," at the Stanley, Utica, an old-time handpump, once the boast of a volunteer fire company, was displayed in the lobby. The pump was first used in 1731. Ballyhooing the picture on the street, a team of horses drew an old-time fire engine.

Olsen and Johnson drew plenty of publicity during their stay at the RKO Palace, Rochester. Hav Nash conducted a "nut contest," with patrons asked to name as many kinds of nuts as possible, including Olsen and Johnson. Results totaled 300.

**"Sino-Jap" School Tie-Up**

The "Sino-Jap" short from First Division has been getting the benefit of school tie-ups, with the timely angle figuring prominently.

Likewise, the "Lure of the Ring," from First Division, has proved a natural for short page tie-ups.

# DUOVAC TUBES— a Definite Requirement for Better Sound



**POWER TUBE**  
V-242. Heavy duty; long life. List price, \$30.00. Our special price, \$15.00.



**AMPLIFIER**  
DX-264A. Regular \$4.50 value. Our price to you, each, \$1.75.

Perfect Sound Reproduction is a cumulative result of perfect working Sound Accessories. Tubes for power and amplification are vital units in every sound equipment. They must be reliable, otherwise trouble is inevitable; expense considerable . . . National offers you the Duovac Talking Picture Tube, a precision product that is now recognized as meeting every exacting requirement for Better Sound. Longer service guaranteed; lower cost for operation and maintenance is assured.



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TUBES—YOU  
NEED DUOVACS

## NATIONAL THEATRE SUPPLY COMPANY

376 PEARL STREET  
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1560 BROADWAY  
NEW YORK CITY, N. Y.



Heard In

**B**UFFALO  
Pola Is Welcomed and Girl Seeks "Good Man"

By Mary Ann

POLA NEGRI, at Shea's Buffalo, received a wonderful reception at the station. . . . Polish Welcome Committee was headed by former Senator Leonard Lipowicz and prominent Polish professional, artistic and social lights. . . . Dave Fred took a trip to New York over the week-end. . . . Dave has been handling publicity at Shea's Bellevue, Niagara Falls. . . . Philomena Cavanaugh, Shea, was renewing old-time Court Street acquaintances when Rae Samuels visited Shea's Hippodrome recently. . . . Ken Murray and Mary Brian open at the Hippodrome next week. . . . John Carr, manager, Shea's Hip, had another tooth removed this week. . . . Johnnie hasn't many left, says Charlie Taylor. . . . Buffalo Drum Corps, American Legion, were guests of Shea's Great Lakes Theatre at opening of "Broken Lullaby." . . . Drum corps paraded. . . . Also played inside the theatre. . . . Of course, there was a big banner in front of the band when it paraded from legion headquarters to the theatre. . . . Shea's Buffalo had a swell cut-out contest in the Polish "Everybody's Daily" on Pola Negri which ran a week in advance of the Polish star's appearance.

**ALL SHEA COMMUNITY THEATRES** are now charging 25 cents for adults, 10 cents for children week-days. . . . John C. Smith, Paramount-Publix, stopped off a day in Buffalo last week for a visit with the Shea advertising department. . . . Charlie Taylor, Shea's publicity director, was seen at the Lehigh Valley terminal with a large box of flowers. . . . Stanley Neuman, ace trumpeter, Shea Buffalo orchestra, has just graduated from the University of Buffalo with cum laude, receiving an A.B. degree. . . . Stanley finished a four-year course in three and one-half years and has been on the honor roll for three successive years.

**JAKE ROSENSTEIN** has been in Buffalo for ten days in advance of the Ken Murray-Mary Brian team at the Hip. . . . Miss Deck, secretary to Pola Negri, is an active little person. . . . An excellent bit of exploitation was negotiated when the Shea publicity staff hooked up Commissioner Austin J. Roche with "Beast of the City." . . . Chief had his force out to see the preview at the Century.

**GEORGE COOPER**, traveling auditor, Fox, spent a week at the Buffalo office. . . . Fire broke out in the operating booth at the Regent Theatre Saturday night. . . . Only slight damage done, due to quick thought on the part of the operator, Ed. Schenck, who managed to put it out. . . . Mrs. Frank Sardino, Syracuse, presented Frank with a bouncing baby boy last week. . . . This is Frank's fifth child. . . . William Van Dine is now manager, Orpheum Theatre, Utica. . . . Mrs. Jack Kaplan, wife of the United Artist manager, is recuperating from an appendix operation at the General Hospital. . . . Eddie Jauch, efficient Educational booker, expects to get all tied up in a wedding ring about the 15th of June. . . . Rosie Roberts, advertising department, Educational, gave a spaghetti dinner for the employees of that exchange, in which Jo Genco offered a helping hand. . . . One of the big events of the evening was Grayce Laughren, stenographer, and Eddie Jauch, booker, beating Jo Genco and Clarence Ross, Sono Art-World Wide booker, at

bridge. . . . Howard Brink, Educational branch manager, and Sol Edwards, New York, put over a big deal in Syracuse. . . . "Hotel Continental" was screened at the Fox studio. . . . George MacKenna, manager, Lafayette, was well pleased, as was the "Buffalo Times" writer, who also reviewed the picture and gave it a wonderful write-up.

**RUTH SCOTT** is the cute new "biller" added to the Educational office staff. . . . Jim Savage and Charles Goodwin, Educational's sales force, have NOT disappointed in bringing in their quota of contracts. . . . Minnie Finesinger, Metro, took a day off to attend her sister's wedding at the Temple Beth El. . . . One of Educational's pretty girls wanted an ad put in this column for a "Brand-New Man" . . . Metro's play date and sales drive started January 9, and ends March 26. . . . Mary Ryan, office manager, says "Sign 'em up, and send in dates."

**ABE HARRIS**, Rochester salesman for Metro, has been quite ill at the Rochester Hotel. . . . S. J. Graff has taken over the Family Theatre, Attica, and has assumed all existing contracts. . . . House was operated by George Williams and E. Countryman, Buffalo, until S. J. Graff took charge. . . . J. E. Flynn, district manager for Metro, spent the past week in Buffalo. . . . William Levy has certainly progressed during the past year. . . . He was former student at Metro exchange, Buffalo, then booker, and now MGM manager at Peru. . . . Hal Roach, producer of MGM comedies, and Arthur Loew, MGM foreign manager, stopped off to visit William on their trip.

**UNIVERSAL** has completed a Carl Laemmle 26th Jubilee Drive, which lasted eight weeks, starting January 3 and finishing February 27. . . . Buffalo exchange came

in second highest in the country. . . . Prize is one-half week's salary for all employees, including managers, salesmen, entire office force, inspection and poster departments. . . . Marie Roessel, Universal's bookkeeper, spent the week-end in Syracuse visiting her sister Catherine, formerly connected with First Graphic. . . . Jerry Spadow, Universal's sales force, won the Gold Star campaign which Universal had on unsold situations. . . . Mell Edwards is now connected with the Hollywood as salesman in the Albany territory. . . . Harry Lotz, manager for Hollywood Pictures, reports business very good. . . . An unfortunate accident occurred when Stanley, freight elevator operator at the Film Building, was knocked down by a film truck that was being backed out of the runway. . . . His leg was badly broken and he is now in the Emergency Hospital. . . . Minna Gold is fast becoming one of Buffalo's popular bookers, under the tutorship of Elmer Lux, who has been in this territory for twelve years. . . . "The Monster Walks" is one of the outstanding First Division attractions and is to play the Lafayette Theatre first run, April 7.

**BOB BERTCHY**, division manager, First Division, spent three or four days in the Buffalo office recently. . . . Al. Kaufman, manager, Capitol Theatre, Rochester, reports business practically double with the double-feature policy. . . . Ann Murphy has been added to the local office staff of First Division, in keeping with the increase of business. . . . Alcazar Theatre, Brocton, closed. . . . Marvin Atlas, manager, Falls Theatre, Niagara Falls, recently broke his ankle. . . . Reports are that he is getting along nicely. . . . Park Theatre, Attica, closed, is now being reopened by a Polish stock company, that formerly occupied the Fillmore Theatre, Buffalo.



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**S. J. MITCHELL, Manager**



## Buffalo Exhibitor Unit Holds Monthly Assembly

**Important Matters Discussed by Upstate Theatremen**

Regular monthly meeting and luncheon of the Buffalo Motion Picture Theatre Owners group was held in the Terrace Room, Hotel Statler, March 7, at 12.30.

Jules H. Michael, presided. Guest speaker was Colonel Charles H. Morrow, commander of Fort Niagara.

Colonel Morrow depicted a real story of Allied intervention in Russia during the great World War. Colonel speaks from experience, having commanded the 27th U. S. Infantry in Siberia during the World War. He also served in the Spanish-American War, the Philippines and China.

Colonel Morrow has been decorated by the United States, France and Japan, and wears the cross of Vladimir bestowed for service to Russia.

Preceding the Colonel's address, Murray Whitman, Song Shop, acted as master of ceremonies for several pep songs.

### Agfa Biz Holds

Despite economic conditions, business is holding up fairly well at Agfa-Ansco Photo-products Corporation, Binghamton, makers of motion picture film, according to President Horace W. Davis.

### Bingo Cameo Dark

Cameo, Binghamton, recently taken over by Comerford Theatres, is still dark, while the Empire and Peoples also are having door trouble. Lyric, neighborhood house, is doing fine, considering everything.

### Bingo Outlook Brighter

Outlook on the question of increased theatre tax for Binghamton houses is brighter, as far as the Parlor City theatre managers are concerned. It had been suggested that tax on Bingo houses be increased, in view of suggestion from local ministerial circles that churches, which never have been taxed here, be placed on eligible list. But the suggestion evidently has been shunted aside for the present, to make way for councilmanic discussion on Councilman John B. Delavan's proposed pay-cut bill for municipal employees.

Increased taxation for Bingo houses caused plenty of speculation and no small amount of support from Bingo merchants, taxpayers and others, despite the fact theatres seem to be taxed to the breaking point. For six days of the week the houses pay from \$275 to \$400 for the privilege of operating, and on the seventh day the fee runs as high as \$400, according to seating.

### Gloversville House Robbed

Burglars got away with nearly \$1,000 when they blew the safe in the Hippodrome Theatre, Gloversville, the other night. They gained entrance through a side window and drilled the vault in the office, on the second floor. The house was recently taken over from Fox by Skouras Brothers.

## Buffalo Unit Economies Available to Members

**Group Seeks Information on Members' Buying**

The Buffalo M. P. T. O. is seeking to save its members money.

If electrical energy is furnished by the Buffalo General Electric Company or any of its subsidiary companies, then it might be possible to effect economies. A committee of the M. P. T. O. is working on that plan, now.

Then, too, if the members buy carbons collectively, they may be able to save themselves money.

A questionnaire has been sent to members seeking this data.

### Skouras Books "Reckoning"

"The Reckoning," released in New York territory by Hollywood Pictures Corporation, has been booked by Skouras for all the Class A theatres in the metropolitan area. It is a Peerless Production.

### Charters

De Luxe Trailers, Inc., of Manhattan. To deal in the motion picture business.

Continuous Daylight Projector Corporation, of New York. To deal in motion picture, photographic, projecting machines.

Italian Star Film Productions Co., Inc., of Manhattan. To deal in talking pictures, photographs, appliances, etc.

Monogram Film Exchanges, Inc., of Buffalo. To deal in motion pictures, accessories, etc.

Monarch Pictures Corporation, of Manhattan. To deal in the motion picture business.

Lincoln and Douglas Motion Picture Corporation, of New York. To deal in motion picture apparatus, theatrical enterprises, etc.

Audio Publix Projection Room, Inc., of Manhattan. To deal in moving pictures of all kinds.

Phonovision Company, Inc., of Manhattan. To deal in motion pictures, radio, etc.

## Fear Eastman Competish Hurts Rochester Houses

**Cheap Entertainment Program Doesn't Get Applause**

A series of free entertainments at the Eastman Theatre is planned by the management in order to attract the public and build up good will. The financial backing of the house is such now that free and low-priced entertainment will be the regular policy.

Other theatremen are burning up, fearing that it will mean killing competition. They point out that free shows tend to spoil the public for regular entertainment fare, as it expects more and more for its money.

However, the theatremen will get no sympathy from Eastman officials, because it was the building of the Rochester and Palace that overseeded the city and helped put the Eastman movie policy on the fritz.

Arthur M. See, secretary of the Civic Music Association and member of the staff of the Eastman School of Music, will be manager of the Eastman, with the aid of Frank Smith in the box office.

### Jumpy Lighting

Considerable trouble was experienced in Bingo theatres when worst storm experienced in that section in years swept over the countryside and felled many light and service wires. Lighting was "jumpy" for two or three days, and the storm cut down considerably on attendance.

### Perry Busy

Manager Fred Perry, Comerford Theatres, Binghamton, pulled a novel plug for Joe E. Brown's "Save My Child," with a squad of amateur firemen and a hose cart which toured center city streets for three days, building up publicity. Outfit attracted plenty of attention.

### Publix Employee Blows

Manager Stowell, Paramount (Publix), Middletown, reported to the police the disappearance of an employee with some of the house's receipts.

### Buckley Closes State

C. H. Buckley has closed his State Theatre, Albany, which has for some months been playing double features, one first and one second run.

## Monogram and Mayfair Announce New Year's Programs

With the sales convention season already official, both Monogram and Mayfair (formerly Action) have enjoyed their annual get-togethers.

Monogram plans to spend \$2,400,000 for pictures, consisting of 32 features and 8 specials. "Arm of the Law" is the latest to get into production, with six, three westerns and three dramas, still to be made. "County Fair," with an attractive cast, is now being booked into key spots. "The Midnight Patrol" will be trade-reviewed shortly, with a cast of featured players that one doesn't hit often.

Mayfair, having changed its name from Action, has a schedule of 24 pictures ready for next year, with George W. Weeks and Claude MacGowan in the saddle.

First Division distributes the Monogram product in the metropolitan area and the Mayfair pictures in the Buffalo and Albany districts.



Heard In

## GENEVA

Vaude Out and Schine Suit Is Finally Settled

By Glenn

VAUDEVILLE no go in Geneva. . . . Schine's Geneva had RKO here last fall, but it was finally taken out. . . . Tried Paramount this spring several times for Friday-Saturday shows, but that was also dragged. . . . Theatre now on straight picture policy, with three changes a week. . . . Seth Parker, in "Way Back Home," scheduled for three-day run at Schine's Geneva, dragged out after two days. . . . Expected crowds failed to materialize. . . . Belated showing of "Check and Double-Check" went over big. . . . C. C. Young, manager of Schine's Geneva, tied up the showing of Constance Bennett, in "Lady With a Past," with ladies' clothing store.

SCHINE'S TEMPLE still dark. . . . Rumors about town were to the effect that it was to be rebuilt into a night club. . . . Schine's Regent continues running on straight picture policy with three changes a week. . . . Regent was used by Admiral Richard E. Byrd for an afternoon and evening lecture recently. . . . Manager C. C. Young, of Schine's Geneva, incidentally celebrated his birthday in February. . . . Suit brought by Morrell-Vrooman, Inc., Gloversville, against Schine's Geneva over alleged non-payment of bills for the construction of the theatre and a counter-suit brought by Schine's alleging non-fulfillment of contract which was being tried in courts finally settled. . . . Regent cut prices to 25 cents for adults day and night.

## Albany Exhibitor Wins in Projectionists Fight

Pickets Barred From Suckno's Theatre Under Order

Supreme Court Justice Ellis J. Staley granted to Walter Suckno, proprietor of the Arbor Theatre, Albany, an injunction restraining members of the Albany Motion Picture Projectionists Union from picketing the Arbor Theatre and spreading circulars in the neighborhood declaring the theatre unfair to union labor.

Suckno contends that from 20 to 30 pickets have tried to intimidate his patrons, due to the fact that he is operating his own projection machine instead of a union projector.

Suckno contends that, under the rate of pay demanded by contract with the union, he was unable to operate and meet expenses. He had proposed, he says, that the operator accept a cut in pay and that the union apprentice assigned to the booth be dismissed. When this arrangement was rejected by the union, Suckno says, he was compelled to let his union help go and operate the booth himself. He did not employ non-union labor.

## Att: Buffalo Exchanges

Unless there is some definite action taken by the Buffalo exchanges, covering release of pictures in neighborhood houses, it would appear that all such houses would be operated at a 10-cent admission within a short time.

Heard In

## ROCHESTER

Royster Moves and Nine Houses Cut Prices

By Eeatch

HARRY ROYSTER, district manager for Publix in charge of Rochester, Syracuse and Fulton, has moved his offices from the Eastman to the third floor of the Century. . . . Sign painting outfit for Publix is moved into the Regent. . . . Marty Anderson, assistant manager of the Century, resigned to manage several dry-cleaning plants. . . . Frederick Friedman, former treasurer, becomes assistant manager. . . . Buck Jones packed 'em at the Capitol. . . . Harry Somerville, manager of the Sagamore, has installed a golf school. . . . Rochester had 15 snowstorms in February, but none of consequence to keep down theatre patronage.

CAMEO THEATRE recently cut prices to 15 cents top. . . . Westend is third to try Better Films Council's Family Nite plan. . . . Some nut goes to the Century and Regent Theatres every week and invariably leaves a work of art done in tinfoil. . . . Likeness of a diamond ring was so realistic that cleaner thought he had found something. . . . Jean Harlow in person at Loew's Rochester arrived by airplane. . . . Tom Grierson, organist at RKO Palace, suffers nervous breakdown and Helen Ankner, of WHAM staff, replaces. . . . Better Films Council conducts benefit at the Little with "Pagliacci." . . . Dixie Theatre lets neighborhood kids put on vaudeville show Saturday afternoons. . . . Century first to show sound flickers from China scrap. . . . George Eastman, not too well, is withdrawing from civic affairs.

## Nelsonville Sundays

Robert O'Keefe, manager, Nelsonville Theatre, announces the first Sunday movies in the history of this village, located next door to Cold Spring.

Heard In

## UTICA...

Ryan Up and So Is Fred Alwais

By Harry

KINGSLEY T. RYAN, assistant manager and treasurer of the Colonial, Utica, has been promoted to the managership of the Playhouse, Ticonderoga. . . . Fred G. Alwais, former employee of the Schine Corporation, Fremont and Lockport, is the new manager of the Rialto Theatre, Little Falls. . . . He succeeds Tom Hall, who expects to locate in Los Angeles. . . . Rumor has it that the Avon, Utica and Majestic Theatres, Utica, now operated by Skouras Brothers after completion of the recent deal with the Fox Corporation, will become a part of the Warner chain, which owns and operates Utica's best theatre, the Stanley. . . . With this report came the definite announcement that the Stanley hereafter would run vaudeville on Thursday, Friday and Saturday, only, instead of the full week, as at present.

MRS. EDNA K. GORDON, Westfield, N. J., said to be a majority bondholder, purchased the Olympic Theatre Building at Utica at mortgage foreclosure the other day. . . . House, an independent, will continue its present motion picture policy under the management of Morris J. Shulman. . . . Ben Stern, former manager of the Stanley, Utica, has assumed his new duties as manager of the Avon (Skouras). . . . Stern left Utica about a year ago to manage a Warner house at Troy. . . . B. W. Albright, who has been directing activities at the Avon, has been transferred to the Avon Theatre, Watertown.

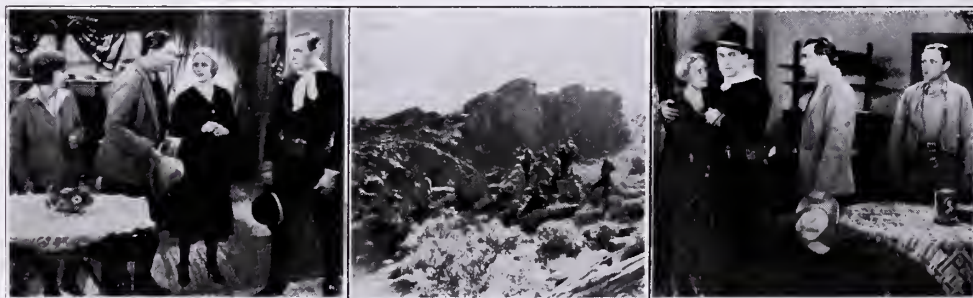
## Annoying Yonkers Folk

Yonkers theatres are suffering from an epidemic of woman annoyers. Five such cases have been reported in the past month. At the Proctor Theatre recently a man who was being escorted from the theatre by Special Officer Ronan broke loose and punched the officer, knocking him to the ground.

## Utica Burlesk Back

After an absence of more than two years, burlesque, via the Columbia wheel, has returned to the Colonial Theatre, Utica. There will be six days of it, with changes of programs Monday and Thursday.

## "Border Devils" Is Latest From Harry Carey



And Harry Carey again comes through in his third production of the season, from Weiss and First Division.



**FILM NEWS NOTES**  
 From  
**HOLLYWOOD**  
 By  
**JOE BLAIR**  
 Western Correspondent  
 1044 N. Martel Ave. Hempstead 5982

A. F. ERICKSON, former director for Fox Films, is working as associate director with Irving Pichel on "State's Attorney," John Barrymore's current RKO-Radio picture. Erickson is a very capable megaphonist. While with Fox, he directed several money-makers, including one of George O'Brien's most successful, "The Lone Star Ranger," a picture which re-popularized "westerns" for the current movement.

MARTIN MOONEY, New York dramatist and former newspaper man, is fast winning a niche on Universal's dialogue and scenario staff. Mooney wrote the dialogue for "Radio Car," which Edward Cahn directed and is now busily engaged in writing "City Hall," a story built around municipal affairs and crooked politicians.

WILLIAM K. HOWARD has completed direction of "The Trial of Vivienne Ware" for Fox, and, according to inside information, this picture surpasses his former success, "Transatlantic," in camera angles and novel twists. The cast of "Vivienne Ware" is imposing and includes Joan Bennett, Richard "Skeets" Gallagher, Nora Lane, Zasu Pitts, Eddie Quinlan and others.

MARY DUNCAN has been signed by RKO-Radio for one of the featured roles in John Barrymore's current picture, "State's Attorney," and shares feminine honors with Helen Twelvetrees. Miss Duncan is an exceptionally clever actress and the possessor of a charming screen personality. During her former stay in Hollywood, Miss Duncan's work before the cameras brought her close to a starring contract, but instead of agreeing to the terms offered, she returned to the New York stage.

PAUL PEREZ, gifted scenarist who recently completed the screen play of "Mountains in Flame" for Universal, is, along with Edwin H. Knopf, writing the adaptation and dialogue of "Adventure Lady," which Ernst L. Frank is scheduled to direct for Universal. Perez is the co-author of the Tiffany winner, "Hotel Continental."

MANY COMPLIMENTS are already being bestowed upon Albert Demond for his splendid work on Universal's new short subjects product. Demond has taken old news reels, travelogues and silent features made several years ago, and with highly humorous patter, wisecracks and what-not, re-cut and synchronized these old timers into rip-roaring featurettes. "The Unshod Maiden" is a classic.

HARRY BARRIS, song and dance man, is on his way to stardom in the comedy field through his work in three Christie comedies already completed for Educational release. Barris, likened to Bing Crosby, who made two crackerjack comedies for Mack Sennett, divides his time between national broadcasting and jazz-band leading.

WATCH HUGH HERBERT'S work in RKO-Radio's "The Lost Squadron." If

you see Hugh in three or four totally different facial complexions in this picture, it is because of being called back many times to the studio from his ocean-side home where he was acquiring a sun tan. When studio executives observed enthusiastic audience reaction to Hugh's work at the first preview, they gave him several days of added scenes and much more footage than the original story called for.

JACK OAKIE seems to have sprung a big surprise on Hollywood. He is receiving swell praise for his work in "Dancers in the Dark," a Paramount picture. Oakie, heretofore, has been cast mostly as a comic wisecracker, but his latest performances score high as dramatic artistry.

MACK SENNETT'S proposed 15-reel road show with the two Black Crows and a large cast of major stars, has been titled "Hypnotized." The producer of "Tillie's Punctured Romance," "Mickie," "Molly-O" and other erstwhile hits, has spent several months preparing the story and on which he expects to start initial camera work soon.

BUSY TIMES ahead for Universal! Richard Schayer, scenario editor-in-chief, and Dale Van Every, his first aide, have seven originals and twelve adaptations of novels and plays in preparation for Universal's 1932-33 feature program.

AL ROGELL is directing Tom Mix in "Death Valley," an original story by Stanley Bergerman and Jack Cunningham. Daniel Clark, ace cinematographer, is again behind the cameras and thereby assures Director Rogell, exhibitors, Tom Mix and the industry, superb photography in "Death Valley."

**Leighton in Utica**

Bert Leighton is the new manager of the Stanley Theatre, Utica, succeeding Edward M. Hart, transferred to Troy.

Leighton comes from Newark, N. J., where he was district manager for Warner in directing nine theatres in the Hudson County territory. Hart's new duties will include direction of three Warner theatres, the Troy, Lincoln and American, Troy.



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# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "So Big"—WB

Barbara Stanwyck, George Brent, Dickie Moore, Guy Kibbee, Bette Davis, Donald Cook, Arthur Stone, Robert Warwick, Earle Fox, Mae Madison, Alan Hale, Blanche Frederici, Harry Holman.

It's all Stanwyck and an interesting characterization of Edna Ferber's heroine. Truly, the pace isn't rapid, but William Wellman's handling is intelligent, the picture well done. Then, too, the surrounding cast contains name material.

**Estimate:** The Stanwyck-Ferber combination ought to click.

## "Destry Rides Again"—U

Tom Mix, Claudia Dell, Zazu Pitts, Andy Devine, Earle Foxe, Stanley Fields.

Tom Mix is back and exhibitors don't have to worry about his pictures. Mix should be a bigger and better star back in the Universal regime, and the kids and adults will go for his action pictures.

**Estimate:** Old-time Mix western and box office.

## "Mister and Mistress"—MGM

Robert Montgomery, Eleanora Gregor, Nils Asther, Edward Everett Horton, Heather Thatcher, C. Aubrey Smith, Frederick Kerr, Eva Moore, Doris Lloyd.

Here's another of those smart dialogue Robert Montgomery pictures which will probably delight the hearts of the females as much as any of the others. Adult fare only, it should please sophisticated playgoers and those who delight in clever repartee, etc.

**Estimate:** Definitely for a certain class, but Montgomery's name will help.

## "Stowaway"—U

Fay Wray, Betty Francisco, Leon Waycoff, Roscoe Karns, Lee Moran, James Gordon, Maurice Black.

Just a movie, with the old-fashioned type of stowaway meller popping up after a long absence. After a lot of things happen, the Secret Service steps in and the day is saved. Fay Wray looks nice, but the show can't draw much praise.

**Estimate:** Old-fashioned movie.

## "The Reckoning"—Olympic

Sally Blane, Edmund Breese, James Murray, Thomas Jackson, Bryant Washburn, Pat O'Malley.

Just another independent production, of the better class now coming from the faster working studios. The cast has a few names that bear weight.

**Estimate:** Attractive program.

## "The Careless Lady"—Fox

Joan Bennett, John Boles, Minna Gombell, Weldon Heyburn, Nora Lane, Raoul Roulian, J. M. Kerrigan, John Arledge.

Entertaining in its own category. In other words, a mild little programmer that won't cause many headaches and won't let the box-office bulge. The names in the cast should prove some sort of insurance.

**Estimate:** Just one of the many.

## "Scarface"—UA

Paul Muni, Osgood Perkins, Karen Morley, George Raft, Ann Dvorak, Vincent Parnett, Inez Palange, C. Henry Gordon, Boris Karloff, Tully Marshall.

Here's the best and probably the last gangster picture. Hughes got the idea late, was held up by the censors, and now releases the picture in its original form. "Scarface" has to be sold. It's racketeering at its height, and for that matter out as far as some communities are concerned.

**Estimate:** A great gang story, but what have you?

## "The Crowd Roars"—WB

James Cagney, Ann Dvorak, Eric Linden, Joan Blondell, Frank McHugh.

The strength of the picture rests in the racing shots and added thrills. Cagney is up to his usual standard, and as long as he has come to mean money at the box office, this one shouldn't find complaints. The Blondell-Cagney combination is generally a draw. Then, again, if punch is needed, audiences will find plenty in "The Crowd Roars."

**Estimate:** Pleasing programmer.

## "Vanity Fair"—Allied

Myrna Loy, Conway Tearle, Barbara Kent, Walter Byron, Anthony Bushell, Billy Bevan, Montague Love, Herbert Bunston.

"Vanity Fair" has gone modern. The result is an intriguing and high rating independent production, with one of those feature casts that have been plentiful in inde productions these days. Myrna Loy is quite adequate, and the rest of the cast have individual draws of their own. Hoffman apparently hasn't stunted. The result should be satisfactory.

**Estimate:** An inde show that deserves a high place.

## "Ambition"—Universal

Charles Bickford, Rose Hobart, Pat O'Brien, Berton Churchill, Claudia Dell, J. Farrell MacDonald.

Another programmer with a newspaper background, and no better or worse than most of them. The sensational daily angles should be a harvest for the exploiter's activity, but after it's all over, it's still a newspaper yarn. Bickford is okay as the managing editor.

**Estimate:** Another newspaper picture.

## "Murder at Dawn"—Big 4

Jack Mulhall, Josephine Dunn, Marjorie Beebe, Eddie Boland, Mischa Auer, Martha Mattox, Phillips Smalley.

An inde murder mystery of the type especially plentiful this season, and no better nor worse than the majority of such pictures. A spooky mansion, a villainous gang, a caretaker and housekeeper and there you have most of it.

**Estimate:** Independent murder mystery of average grade.

## "C and K in Hollywood"—U

George Sidney, Charles Murray, June Clyde, Norman Foster, Emma Dunn, Esther Howard, Luis Alberni, Robert Grieg.

As usual, there is little new in the Cohens and Kellys annual feature, but it shouldn't stop exploiters from cashing in. With the general popularity of the C and K team, the Hollywood background and the sort of humor that a lot of audiences go for, "Cohens and Kellys in Hollywood" should find applause in the houses which like that sort of picture.

**Estimate:** The annual C and K feature is about on an average with the others.

## "Tough to Be Famous"—WB

Douglas Fairbanks, Jr., Mary Brian, Walter Catlett, Lillian Bond, Terrence Ray, David Landau, Oscar Apfel.

Young Doug does a Lindbergh here with enough appeal to guarantee the picture averaging fair grosses. As a submarine commander who is thrown into the publicity spotlight and who tires of it all, Fairbanks manages to give an interesting characterization. There are enough laughs to make the audience feel it is being satisfied.

**Estimate:** Program offering of fair standard.

## "Heart of New York"—WB

George Sidney, Smith and Dale, Ruth Hall, Donald Cook, Anna Appel.

East side comedy with a Semitic background that might do for certain types of audiences. Appeal would seem to be restricted, however. As long as Smith and Dale are present, the gags may achieve success, but the pace lags when they disappear from view.

**Estimate:** Best for the type of audiences found in larger cities.

## "Broken Wing"—Para

Lupe Velez, Leo Carrillo, Melvyn Douglas, George Barbier, Willard Robertson, Claire Dodd.

Paramount made it once before. This time the sound version isn't much more than an average program picture, attractive to folks who like their wide-open spaces features with a Spanish or Mexican tint. The cast does as well as it can.

## "Devil's Lottery"—Fox

Elissa Landi, Victor MacLaglen, Alexander Kirkland, Halliwell Hobbes, Beryl Mercer.

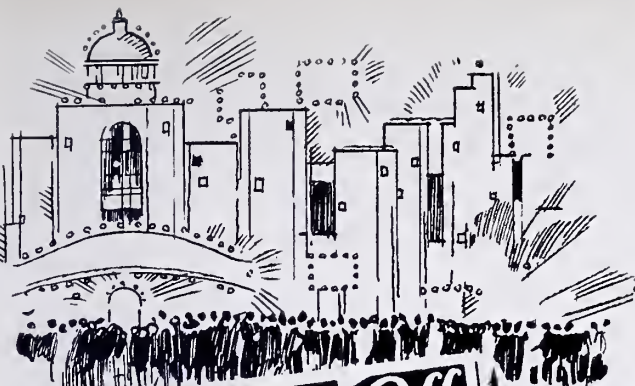
A program gem that has a neat story to back it up. Landi ought to be able to draw some attention to herself with this, and the pace, with a crook and blackmailing motif, is swift, certain. Landi is an adventuress here, and shapes up nicely. MacLaglen, who doesn't seem to be around as much as he used to, is a name to play with.

**Estimate:** Nice program.



# On Broadway and on Main Street..

Mar10'32 pg. 43



## The Pay-Off

"SAY, that looks great. I'm coming here next week to see that picture."

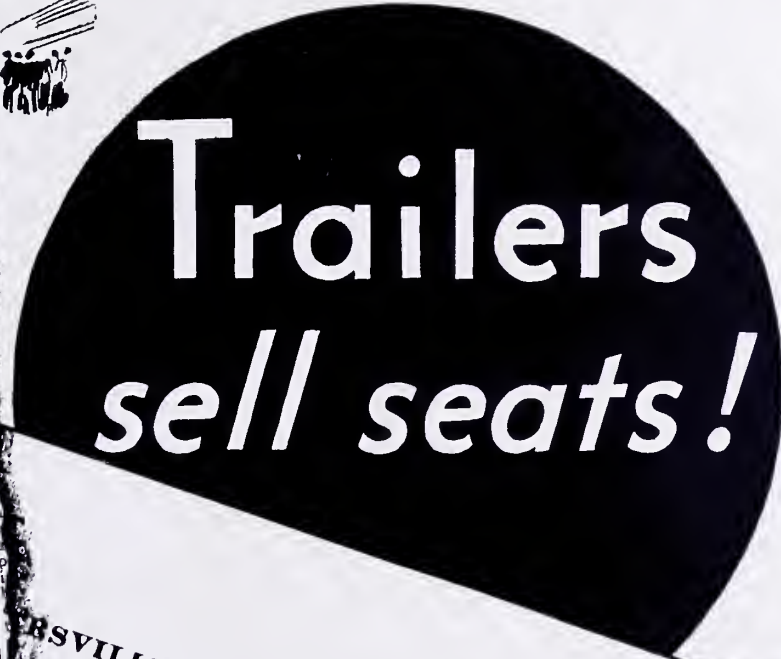
The place was the Capitol, the comment-provoker, a trailer, the subject matter, "The Squaw Man" and the spokesman, your average picture-goer. It spoke a lot for the seat-selling value of the properly prepared trailer and emphasized to us again the definite place in any theatre's program that the trailer should enjoy.

Evidence of the interest-arousing value of trailers is available on all sides. The de luxe houses on Broadway slip one in at the break of every show and, as they should, have been doing this for months. Screen time at these big houses means dollars. Exact analysis, therefore, makes it obvious that the trailer has its function to fulfill and does it; else, it would have been ash-canned long since.

If the big houses do it, the smaller ones might well follow suit.

K A N N

From  
M.P.  
Daily



# Trailers sell seats!

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Tom Mix dashes into the first scene of his first talking picture astride his famous pony, Tony! Tony rears up on his hind legs!

Tom sweeps off his sombrero with a characteristic flourish and says:

??? " . . . . . " ???

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But you'll be tickled to death when you hear 'em.

And then the best picture Tom Mix ever made is off to a start that will pound your pulse and hammerell out of your depression.

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## 'DESTROY RIDES AGAIN'

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THE NEW YORK STATE



# EXHIBITOR

COVERING THREE FILM ZONES

AN EMANUEL-GOODWIN PUBLICATION

CIRCULATING  
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STATE AND NORTH-  
ERN NEW JERSEY

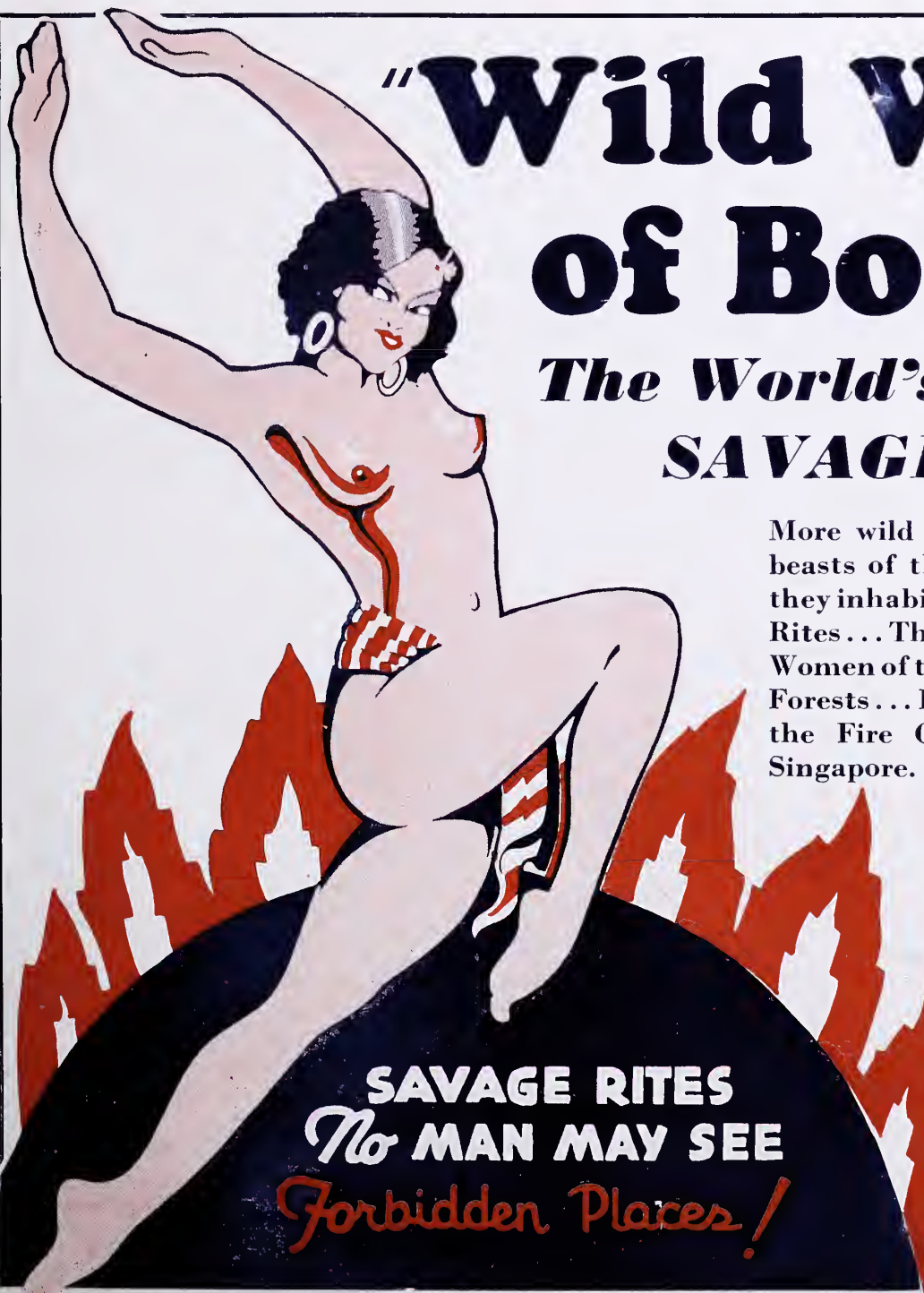
Vol. 4—No. 14

NEW YORK, MARCH 25, 1932

PRICE, 15 CENTS

## "Wild Women of Borneo"

*The World's Most Utterly*  
**SAVAGE WOMEN**



More wild than the  
beasts of the jungle  
they inhabit...Cruel  
Rites...The Warrior  
Women of the Sacred  
Forests...Featuring  
the Fire Ordeal of  
Singapore.

*Booked for an  
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**RKO  
Cameo  
Theatre**

*Beginning  
March 25 (Easter Week)*

*The film of thrills supreme  
••• It's Box Office Magic!*

*MAY is HARRY THOMAS MONTH*

**FIRST DIVISION EXCHANGES**

INCORPORATED

HARRY H. THOMAS, President

Executive Offices:

1600 BROADWAY, NEW YORK

**THE WORLD'S LEADING INDEPENDENT**

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**SAVAGE RITES**

**No MAN MAY SEE**

*Forbidden Places!*



Presold to 20,000,000!

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Baskervilles”**

From the immortal pen of  
**SIR ARTHUR CONAN DOYLE**

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**WARNER CIRCUIT** and by  
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**MAY is HARRY THOMAS MONTH!**



# What your ERPI SERVICE dollar buys . . . . .

*These facts show how each ERPI Service dollar protects the exhibitor*

**I** 54.1% for the inspection service that prevents trouble—rendered by 600 men traveling 5,720,000 miles a year—to maintain highest standard of tonal quality.

**II** 13% for emergency and appointment calls which would be greater except for the preventive inspection service.

**III** 13% for maintenance of 35 branch offices, 173 other service points and \$750,000 stock of spare parts which make possible immediate emer-

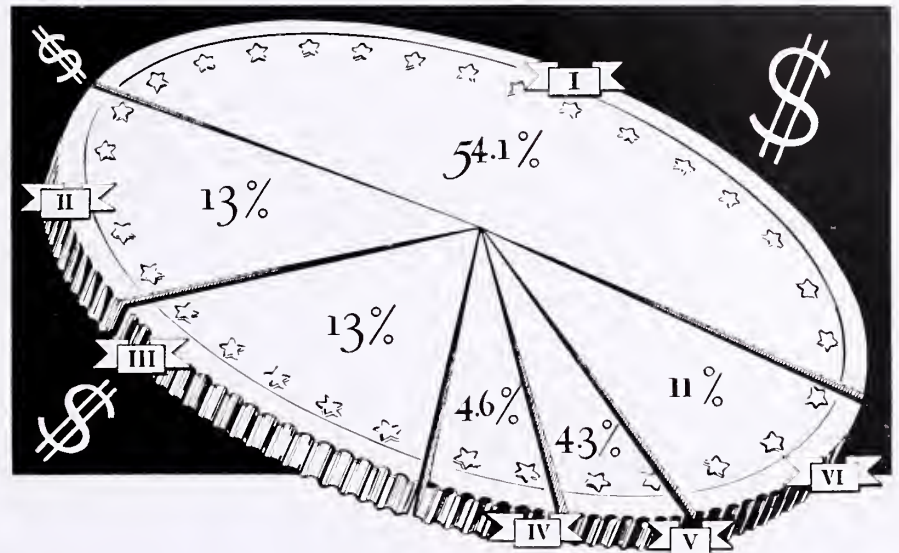
gency repairs, quick replacements.

**IV** 4.6% for replacements, repairs and improvements made at ERPI cost and for maintenance of Bureau which reduced repair costs 46% in 1931—saving exhibitors over \$750,000!

**V** 4.3% for general administration

and engineering which make possible efficient nation-wide service and uniform quality operation.

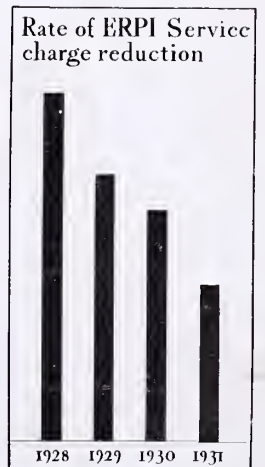
**VI** 11% for protection against fire loss—assuring complete replacement immediately without cost to exhibitor.



## 5 years of ERPI SERVICE experience made this economic dollar division possible

Experience with more than 8000 theatres proved to us that further reducing the number of preventive calls means *increased emergency and appointment calls!* **C**, To reduce branch points and stocks would endanger maintenance of service—which would prove costly to the exhibitor. **C**, ERPI's protection

against fire loss by immediate replacement without loss of time is an economy of ERPI service. **C**, All economies made possible by five years of developing the present efficiency of ERPI Service have been reflected in repeated and voluntary adjustments of the service charge.



*These ERPI economies have resulted in savings of more than \$7,000,000 yearly to exhibitors—without impairing quality and performance.*

**Western Electric**  
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Distributed by

**Electrical Research Products Inc.**

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# The New York State EXHIBITOR

Issued on the Tenth and Twenty-fifth by

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Vol. 4, No. 14

March 25, 1932

## Another Convention Ends

THE M. P. T. O. A. convention is over.

It is still too early to determine whether or not the end of the annual meeting of that exhibitor body indicates a beginning of a new era, or whether or not the conclave must be recorded as just a gathering of theatremen from all parts of the country.

Resolutions have been passed. Arguments have been heard. Talks may be remembered. What is to come must be of a constructive nature.

Only one definite force rests in the hands of those who seek to reform or bring about new eras—publicity.

Referring back, Senator Dill's talk before the body indicates there may be a good possibility of eliminating the music tax. Senator James J. Davis, Pennsylvania, asserted that growth ends when the government begins to regulate, a clue to what might happen if the Brookhart bill gains support. The majority of exhibitors present at the sessions gave indication that they desire to meet within the industry, at round-table conferences to settle their problems rather than seek an outside unit to give assistance. This seems to be a step in the right direction.

Again an evidence of desire for constructive action came from the realization that the attitude of the independent locals towards joining the M. P. T. O. A. depends upon further evidence of constructive effort.

Perhaps the only solution rests in pitiless publicity if the offending parties in this industry persist in their tactics. Unfairness, from circuit or unaffiliated, can't be tolerated and won't be.

True, everything at the convention did not have that air of perfection about it, but the meeting that runs too smoothly should not run at all. It is better to have a group of men who can speak frankly, calling a spade a spade, than a long list of polished, oratorical gentlemen who leave little after effect, and who are easily forgotten.

Thought behind action really counts.

When Jack Miller, Chicago, calls attention to glaring evils in the industry, in a few minutes he accomplishes far more than an experienced spellbinder.

Fearlessness is important, but, above all, right is all-powerful. Regardless of odds, right usually outs, if the campaign for it is handled in the proper manner.

Consistent plugging at the evils in this business should accomplish results. Broadsides usually don't get the same results as a rapid-fire machine gun campaign.

The distributor knows that arrogance on his part does not help pay dividends to his stockholders. He understands that good will is an essential from customer to patron.

Specifically, the deliberate breaking down of that principle to which all exhibitors would like to see distributors adhere—namely, tying in of short subjects with features, is something that all exhibitors should continue to war upon.

With this concrete example of a distributor breaking promise before the entire convention, this should provide a constructive lesson for every theatremen in the land. Not only did delegates to the convention, but the trade press, too, reported that the tying in of shorts with features had become a country-wide practice on the part of practically all distributors. Pitiless publicity and a concentration on forcing the distributor to keep his word might bring about a remedy.

Regarding the Hays organization, much mentioned at the convention, no one can deny that the body has helped the industry, but to say that the producer body is perfect is to state something that is untrue.

Legislation, too, can hardly be expected to take care of the evils in this business.

Where, then, does the weapon lie?

Again, to repeat, in pitiless publicity.

The trade press is open to fair argument, not mud-slinging. There isn't a publication in the business that won't lend its columns to constructive criticism, that is not tarnished with prejudices.

Let the industry, then, use this pitiless publicity program as its major weapon, between conventions. True, there are committees, but the faster method, the more constructive, is the spotlight of publicity.

There isn't a distributor in the business who welcomes criticism in the trade press. They shun it as much as they do law suits, illegality court cases.

And, above all, let those who direct these campaigns be fair.

Both the Allied and M. P. T. O. A. have now had their say. It is too early, to repeat, to say which has really accomplished something. Whatever the Allied has done has been because members of that body felt redress might rest along the lines outlined by that unit. Whatever the M. P. T. O. A. has accomplished has been along its own particular pathway.

Truly, it will be interesting to see, this race for recognition by the exhibitors of the country.

Who accomplishes something for the independent theatremen deserves support. The race is on. Let it be fair.





# T. O. C. C. and Buffalo Units Still Undecided on Affiliation to National Body

## Sales Conventions Set

Fox will hold its sales convention in town, week of May 2.

RKO will meet in Chicago, May 10-16.

Paramount has determined to hold its sessions on the coast some time in May. The Atlantic City idea will be dropped this year.

## National Poster Body Follows Fox Interpretation

### Local Exhibitors Up in Arms Over Edict of Distributor

A national organization of all the prominent poster companies in the business, some time next month, is expected to be formed at a meeting to be held in Chicago, it has been learned.

Steps to aid exhibitors in their fight against the Fox edict which would seek to bar use of Fox paper by the rental companies will be taken.

Locally, exhibitors are up in arms over the attitude of Fox. They believe that if the Fox ultimatum holds true, other distributors would be only too willing to follow. Already there has been talk that many of the companies may place restraining clauses in their contracts.

The Fox clause bans leasing or resale of posters.

Several meetings have been held locally to fight the move on the part of Fox. Exhibitors point out that any additional burden placed on them at this time would do plenty of harm.

### M. P. Club Board Elected

Board of the Motion Picture Club includes Leo Klebanow, Charles O'Reilly, James L. Ryan, Joe Brandt, Louis Nizer and Sam Stern as new directors.

Officers will be elected shortly. Lee Ochs may repeat.

The club is in good financial condition.

### Organize Booking Combine

A booking group, tying up Lee Ochs, Frisch, Rinzler, Consolidated, Manhattan Playhouses, Springer-Cocalis and Century, all local indie circuits, has been announced.

Independent distributors, with whom the deal is made, will be guaranteed playdates with the understanding that the features will not be released to the larger theatres in the district.

An attractive daily ad campaign is planned.

And there it is.

## Washington Convention Sees Strength of Independent Faction on Upgrade — New Executive Set-up Allows More Say for Unaffiliated Houses

The T. O. C. C., Charlie O'Reilly metropolitan exhibitor faction, and the Buffalo M. P. T. O., headed by Jules Michael, are still undecided upon the matter of joining the M. P. T. O. A., following the Washington convention.

It is expected that decision will be made within a few weeks.

Other independent units are expected to line up with the M. A. Lightman faction, although indications are that the Eastern Pennsylvania Lewen Pizor-headed body may stay independent.

M. A. Lightman, as generally expected, was re-elected president of the body. Other officers include M. J. O'Toole, secretary; Jay Emanuel, treasurer; M. E. Comerford, Walter Vincent, Joseph Denniston, Love B. Harrell and A. Julian Brylawski, vice-presidents.

The directors selected, with their affiliations, are:

O. C. Lam, Southeastern Exhibitors' Association, Atlanta; J. B. Fishman, M. P. T. O. of Connecticut; Ed Fay, M. P. T. O. of Rhode Island; Judge Roy Walker, M. P. T. O. of Texas; Ed Kuykendahl, M. P. T. O. of Arkansas, Mississippi and Tennessee; C. W. Piquet, M. P. T. O. of North and South Carolina; Sidney Lust, M. P. T. O. of District of Columbia; Jack Miller, Chicago Exhibitors Association; Fred Wehrenberg, M. P. T. O. of Eastern Missouri and Southern Illinois; Earl Van Hyning, M. P. T. O. of Kansas and Western Missouri; Charles Williams, M. P. T. O. of Nebraska and Western Iowa; R. M. Clark, M. P. T. O. of Oklahoma; William Benton, Albany; Arch Hurley, New Mexico; Frank Walker, New York. Walker serves as a director-at-large.

(Continued on page 9)

### Give Him a Big Hand



Charlie O'Reilly

Ought to be given a vote of thanks by all exhibitors in the state for the good work he did in advertising the 10 per cent State tax that wasn't introduced in the Assembly. After the Hays organization had practically given up the ghost, O'Reilly, with other independent exhibitors, reorganized the theatremen's forces and began a bombardment that made legislators withdraw. This isn't the first time O'Reilly has done a lot of favors for exhibitors, and it's about time that someone started a fund to build a monument to him or something.

### New RKOites In

Three new faces joined RKO this week.

Phil Reisman is now the theatre department booking chief, Bob Sisk is in complete charge of all the advertising and publicity departments, and E. L. McEvoy is the new short subjects sales manager.

Sisk has already appointed Richard Maney to handle publicity for the Palace.

The changes are in line with the policy of Radio in cleaning out from the ground up.

### Coverage

Columns will be found on the following pages:

Crosstown, 6; Buffalo, 16; Syracuse, 16; Rochester, 16; Newark, 17; Paterson, 17; Passaic, 18; Utica, 18; Hudson County, 21; Elmira, 21; Albany, 22; Hollywood, 18.

Coast reviews may be located on page 19.

Better Management may be found on page 20.

### 306 Uses Buses, Free Shows in Springer-Cocalis Fight

Local 306, Kaplan union projectionists outfit, is continuing its fight on Springer-Cocalis houses, with an onslaught that threatens to eclipse the Lee Ochs battle.

The sixteen houses are faced with free bus ride to other theatres opposition, free shows in lots near the houses (hit by the tough weather now), and any other line of fire that the Kaplan outfit can think of.

Meanwhile, the houses concerned are using Empire State operators, and although slightly affected, are determined to hold the fort.



## And 1,400 Diners Voted the M. P. T. O. A. Convention a Huge Success



The banquet of the M. P. T. O. A. held at the Hotel Mayflower, Washington, March 15th, was attended by 1400 people of all departments of American official and industrial life.

### Heard In

## CROSSTOWN

McConnell Resigns and Educational Has a Jap Reel

SOL KRAVITZ has been succeeded by Sam Lefkowitz as office manager for Warners-First National here. . . . Moe Silver and bride are back. . . . Adolph Pollak threw a party for Dita Parlo at the Warwick this week. . . . And Walter Chrysler, Jr., threw one for Ernest Lubitsch. . . . Lincoln Pictures will shortly show its "Harlem Is Heaven" somewhere in the territory. . . . Bill Robinson is starred. . . . Milt Silver has joined the Van Beuren Corporation as director of advertising and publicity. . . . "Bring 'Em Back Alive" is the first feature. . . . Fred E. Waters, with Donahue and Coe, Inc., is handling the Metro and Loew accounts at that agency.

MAJOR THEATRE, muchly handled downtown house, is closed again. . . . When Joe Hochstein finishes remodeling, decorating and resounding the Strand, Bayonne, N. J., the house will open, if he can get a tenant. . . . Valley Amusement Company, Inc., now has the State Theatre, West Orange, N. J. . . . Who is the prominent local union exec whom a lot of folk refer to as the Black Pope?

CRYSTAL, BROOKLYN, is now in the possession of Morris Bloch. . . . Morris Kutinsky recently had it. . . . Tompkins, Brooklyn, closed for many years, is being

reopened by a chap named Sontag. . . . Faye Greenberg is now chief booker at Capitol. . . . Miss Silverman is there in an executive capacity, too.

LOU NIZER, who will probably get to be a judge some day, recently had an interesting evening of it at a meeting of the Masonic lodge of which Harold (Continental) Rodner is master. . . . It was one of those extemporaneous evenings, with Master Nizer called upon to speak upon anything and -everything the audience desired. . . . And we don't believe there is a fellow who can do just that thing better than Lou Nizer. . . . And First Division's "Missing Rembrandt" opened at the Strand.

MORE FOREIGNS are being added to the list. . . . President is going Hindenberg with a German policy. . . . Sam H. Harris Theatre houses an Italian film. . . . Formerly legit. . . . Many of the local theatres have been dropping vaudeville. . . . When the picture is bad, business goes off anyway. . . . Laurel, Long Beach, opens in a couple of months. . . . Al Sherman, the mad secretary of the AMPA, is busy these days.

### Kent With Fox

As was generally rumored, Sidney Kent has joined Fox.

In a high executive capacity, with no other execs affected.

### Warner Chieftains Meet

Warner zone managers and bookers attended a regional conference early this week in town for the purpose of getting together on operating problems, policies and product.

Joseph Bernhard was in charge.

### Mrs. Charnas Inducted

Mrs. Harry M. Charnas, wife of the general manager of Warner Brothers' Broadway theatres, was inducted into office recently as chairwoman of the Milk and Aid League, organization formed to take care of tubercular cases in New York.

## New York State Movie Bills Dead

With the Legislature having closed its session, all movie bills affecting the industry are now deemed dead.

With the bombardment of legislators, the governor and all the high officials through the telegram and letter route, the tax bill was effectually wiped out, which the exhibitors of this state deemed a good job.



# Chains Going Ahead with Exchange of Theatres; Utica Deal First in State

## Rice Sues Van Beuren

Grantland Rice, through Philips and Nizer, attorneys, has brought suit as Grantland Rice and Grantland Rice Sportlights, Inc., against Van Beuren Corporation and Amedee J. Van Beuren. Rice claims that the latter improperly transferred \$4,345.63 from one corporation to the other, as an officer of both. Claim is for the money and an accounting.

## Warner Asks for Money Back on Inde Adjustments

### Aftermath in Shafter Case Sees New Angle

A new angle has sprung up in the case of the American Movies vs. Warner Brothers' exchange.

It will be remembered that Warners were sued because of allegation that prints serviced by the exchange were bad and exhibitor sought damages.

Now, it develops, Warners have brought a suit against American Movies. The answer and counter-claim indicates that Warners want some of the money the exchange had given to the theatre through adjustments. Total is \$1,000.

Thus far, the court has denied any attempt to throw the exchange's suit out, so it looks like it may be a merry battle.

Phillips and Nizer are handling the case for Warners. It should be up shortly.

Incidentally, this brings up a point which usually escapes exhibitors. If an exchange manager gives an adjustment, without any consideration passing, the exhibitor can be made to fork up the difference later, as in this case. Usually, a superseding contract would take care of later developments, but apparently the success of the Warner case thus far indicates that exhibitors have another angle to look into closely.

## Authors Win

Lou Nizer scored a signal victory when award handed to authors Ralph Murphy and Lora Baxter, of "Black Tower," was affirmed by a supreme arbitration tribunal. Case, heard at arbitration, came up because the authors claimed the producer had changed the third act of the show without permission.

Victory gives the authors full rights, resulted in the closing of the show and was deemed a landmark in relations between producers and authors.

## Observers Point Out Government May Not Like Swap Idea — Skouras Handing Over Houses to Warners — Syracuse Rumored Next

Apparently the circuits are now going ahead with their plan of swapping houses, with observers declaring that trustification is pretty close to what is being done.

### Universal Sales Head



L. J. Schlaifer

New sales manager for Universal, was born in Ovrich, Russia, 1891, and has had eighteen years' of experience in the film business with many companies. He was with Universal in 1920 until 1927, when he left to go with U-A. In February he was made Universal's sales chief.

## Eldredge Drops Trio as Business Gets Worse

After dropping a wad of dough in the operation of the houses, Harold Eldredge has stepped out of the management of the Avon, Garfield and 16th Street, Brooklyn.

Pear Brothers, owners of the building, have taken back the theatres.

Eldredge, who has a premium business, also, recently gave his interests in a Jersey house to his partners, and assumed operation of the Brooklyn trio. But business was bad, didn't pick up, and the usual answer, stepping out, was the next step. Eldredge is supposed to have taken it on the chin for plenty.

### Kusell Appointed

Milton Kusell has been appointed New York state divisional manager for Paramount-Publix, succeeding Joe Unger, who stepped up in the ranks a few months ago.

A prelude to general pooling of circuit houses in up-state New York to end dog-eat-dog competition that has made profits impossible in many cities and towns, Central New York Theatres Corporation, with headquarters in this city, has turned over its two Utica theatres to the Warner subsidiary, Stanley Company of America.

Shifts in Syracuse and elsewhere are expected to follow the ice-breaking move by Skouras-Stanley. In Syracuse, RKO is admittedly bidding for the Strand, under lease to Warners, following the collapse of negotiations with Publix for the Paramount.

A quick but thorough check-up of the Central New York situation by the Skouras boys and their associates convinced them that the "war" in Utica as well as in other points where the chains battled must be ended.

Benjamin Stern, Warner organization, assumed charge of the Utica houses for Skouras before the deal was closed. This in itself was a departure sufficiently radical to set the Rialto tongues wagging up-state.

Meanwhile, the Skouras corporation is making drastic personnel changes in the old Fox organization in Syracuse. M. M. Shenkman, formerly at the Eckel, but more recently at the Avon, Watertown, is out, replaced there by H. A. Albright, transferred from the Avon, Utica.

Harry Hurst assumes management of the Olympic, Watertown, with C. F. Oliver, formerly there, transferred to the Palace, Corning. Morris Rosenthal moves in at the Jefferson, Auburn, replacing C. J. Rose, assigned to the Colonial, Norwich. R. E. Corcoran takes over the Palace, Auburn, succeeding A. C. Krumm, resigned. Palace has gone to second run. Dan Summerford, house manager of the Strand, Niagara Falls, and formerly at the Eckel, Syracuse, has resigned.

## Cukor Loses

George Cukor, through Attorney Max Steurer, lost his application for a temporary injunction to restrain the opening of "One Hour With You" at the Rivoli and Rialto Theatres. Cukor claimed that screen credit had not been given him on the picture.

Paramount, through its Attorney Philips, argued that Lubitsch had directed the production, and testimony from stars and those on the set was introduced. Judge Schmuck denied the application.



*A message to the*  
**Motion Picture  
 Theatre Owners  
 of America**

A most important announcement was delivered at the Allied States Convention in Detroit, and the M. P. T. O. A Convention in Washington by the Photophone Division of the RCA Victor Company.

It was at the same time the most important announcement exhibitors have heard since sound became the screen's most dominating factor.

Cut to the bone and right down to the solid facts, it is herewith transmitted to motion picture theatre owners of America, large and small, from the largest circuit to the individual exhibitor.

Before one or the other contemplates the installation or replacement of sound reproducing equipment, investigation of the following information is respectfully suggested:

*The Photophone Division  
 of the RCA Victor Company announces*

The introduction of two new all AC operated sound reproducing equipments, the *Standard Super*, designed for theatres from 2,500 to 4,000 seating capacity at \$5,000 and *Standard Large*, for theatres between 1,400 and 2,500 seating capacity at \$3,750.

Reduction in the price of the Special Size equipment from \$1,600 to \$1,450.

Other material reductions including contract service charges, all made possible by the recent merger of the RCA Photophone Co. with RCA Victor Co., Inc. Increases in capacity limitations of all A C operated Special Size equipment from 500 to 600 seats and all A C operated Standard Small Size equipment from 1,200 to 1,400 seats.

*For further information communicate with*

Photophone Division

**RCA Victor Co., Inc.**

Camden, N. J.—branch offices in principal cities



TRADE MARKS REG. U. S. PAT. OFF.



## Resolutions Passed by the M. P. T. O. A.

Many resolutions featured the sessions of the M. P. T. O. A. in the Mayflower Hotel, March 14-16. The most important ones were as follows:

Drafting of a new standard exhibition contract. A committee of seven exhibitors to be appointed to meet with representatives of other phases of the industry in an effort to agree on a contract. Edward Levy, of Connecticut, introduced the resolution, which was unanimously adopted.

To take steps toward working out a national rezoning and protection system with permanent features. Boards of arbitration would function in each territory in event of disputes. The independent theatre would name an arbiter and the affiliated house involved the other. In case of a deadlock they would agree on a third member of the board.

Protection of the industry's interests in the music tax situation, and authorizing the board of directors to act to that end. After some discussion it was decided to ask members for voluntary contributions to aid in battles against adverse legislations.

Calling upon producers to "make a greater volume of family pictures," which the resolution termed as builders of good will for theatres. Fred Wehrenberg pointed out that such programs are a powerful force in combatting censorship. Resolution was presented by George Aarons in behalf of the resolutions committee.

That Electrical Research Products reduce its service charge. This subject afforded plenty of warm discussion. Debate centered around wording of the resolution, which points out that Erpi, by virtue of its bulk of equipments, can well afford to readjust its scale. President M. A. Lightman urged exhibitors to write to C. W. Bunn, general sales manager of the company, presenting their case.

Asking reproducing equipment companies to give a theatre 10 days' notice when an equipment is to be pulled out owing to delinquency in payments. The recommendation was based on statements to the effect that frequently reproducers are taken out just before start of a show. President Lightman, in discussing the matter, said that Erpi is considering basing its service charges on the number of hours a theatre operates. He said he believes operators can service their own equipment as well as they can projectors.

Asking Fox to cease its campaign against poster and advertising accessory companies, owing to their value to independent theatres. The distributing company has warned various poster firms to discontinue reselling its advertising supplies.

Deploring the reported practice of forcing of reissues on theatres along with current feature product. The executive committee was instructed to communicate with offending distributors in regard to the matter.

Recommending that producer-controlled circuits prohibit their employees from engaging in exhibition on the side in opposition to independent theatres. An instance in Chicago was cited. Col. E. A. Schiller, Loew's, declared his company enforces this policy and he believes other circuits have issued similar orders. Jack Miller came back with a statement that the case he had in mind involves a M-G-M distribution department man.

Recommendation by Jack Miller that exhibitors engage Sidney R. Kent to represent them. He characterized Kent as "the finest and smartest man in the industry."

Expressing regret at the death of George Eastman.

Thanking the banquet and convention committees.

Thanking the trade press.

Expressing appreciation of RKO's aid for making pictures of the convention and in other ways.

## CONVENTION

(Continued from page 5)

Sixteen units are with the M. P. T. O. A., six are considering future action, and there are ten more that are being approached, it developed at the convention.

Following a 30-day period, an executive committee of seven members, six unaffiliated, is to be elected. M. A. Lightman, Fred Wehrenberg and M. J. O'Toole are members of the group which is dividing the country into six parts. Each part will elect an executive committeeman to be selected by the directors of the various theatre groups in each district.

Directors will elect all officers.

The independents, therefore, are receiving a definitely greater strength than in the past.

Among those present at the convention from this territory were J. M. Schine, Arthur Eddy, Harry Hellman (Albany); George Browning, B. Sherman, E. O. Heyl, Harry Buxbaum, Harry Schlut, Dave Pal-fryman, J. C. Bolte, B. Samplier, Ned Kornblite (Binghamton); D. R. Hochreich, M. A. Schlesinger, Harry Kirchgessner, Mrs. L. Ring, Lester Ring, Hyman Rachmil, Louis Frisch, Sam Rinzler, E. Hesser, H. C. Morse (Penn Yan); Ray Johnston, Mrs. Ray Johnston, Al Goodman, Mrs. Goodman, C. E. Milliken, Joseph Bernhard, M. B. Comerford (Binghamton); M. J. O'Toole, M. E. Comerford, John S. Harrington, Harold Flavin, Bud Irwin, F. C. Walker, J. T. Corrigan, Nicholas Basil (Buffalo); David Cohen (Binghamton); Claude MacGowan, S. R. Kent, Ned Depinet, Charles C. Pettijohn.

## MONDAY

**CONGRESSMAN SOL BLOOM** warned the exhibitors to look toward organization to prevent adverse legislation. He is opposed to censorship, he says, and declared that the tax on amusements should begin at a dollar, so that the public would not be affected.

**JACK MILLER** accused the distributors of instituting the double-feature evil. The Chicago exhibitor leader declared that Gabriel Hess originated the plan because he got the okay of the exchanges to service a house in which a woman was one of the owners. When 80 per cent of the independent houses wanted to drop the plan, Publix wouldn't play ball.

**JACOB CONN**, Providence, declared that the short-length feature also helped the growth of double features.

**ANNUAL REPORTS** were given by M. J. O'Toole, national secretary, and Jay Emanuel, national treasurer.

**FRED WEHREBERG**, chairman of the board, renewed the year's work, and stated that the board was happy about the new arrangement regarding elections.



SIDNEY LUST gave a welcome address, with M. A. Lightman then giving his presidential speech.

LIGHTMAN called upon the organization to follow a constructive plan, and not let politics become dominant. He placed the blame on adults for allowing their children to see pictures that would not appeal to them.

JUDGE ROY L. WALKER spoke on "Federal Control of the Film Industry." He is head of the Texas Theatre Owners Protective Association. He predicted bad effects when the government meddled in private business.

E. O. HEYL addressed the convention on the new RCA equipment and cheaper charges. His address was well received. He gave credit to the organization for bringing about cheaper sound charges.

ANNOUNCEMENT of the death of George Eastman was received with regret by many at the convention who knew him personally and felt keenly the passing of a great man who had helped the progress of the industry.

MORRIS FINE, Cleveland, active at the convention, was authority for the statement that Cleveland was discontinuing double features April 15 and that premiums will be dropped soon, too.

INDEPENDENT UNITS, such as Pennsylvania, Ohio and Buffalo will make decisions about joining later.

JULES MICHAEL, Buffalo, condemned price cuts, and declared that a fair zoning plan was necessary immediately. He called for a fair standard contract as well, with arbitration up to the individual theatre owner.

JOHN LORD O'BRIEN stated that the government is not opposed to a standard contract if fair and reasonable.

VARIOUS COMMITTEES to shape the course of the meeting were appointed the first day.

## TUESDAY

THE M. P. T. O. A. went on record as advocating a national arbitration plan, the highlight of the Tuesday session. Edward G. Levy submitted the idea. President Lightman, it is understood, will name the committee that will work on the idea.

IN THE TALK BY SIDNEY KENT, it was recommended by him that a committee of exhibitors be sent to the coast to see what production really is, and what the problems are. "Quality can't be legislated," Kent said.

Kent's talk was directed toward the "Eight Points" brought up by Allied at its convention. Less than 15 per cent of the thinkers in the industry want block booking done away with. In regard to double features,

## Independents May Get Cut From 306; Some Very Cagey

*Exhibs Don't Want to Tie Themselves Up to Kaplan Body*

The Kaplan-headed Local 306, projectionists union, will go halfway with independent exhibitors and make deals for slashes in scales, it has been learned.

But—

Some of the exhibitors are cagey and refuse to tie themselves up with Local 306 in long-term contracts.

Many of the local inde contracts will expire soon. Cuts, it is generally admitted, would probably be used as concessions on the part of the local to get new contracts.

Meanwhile, the indes are watching the Springer-Cocalis tiff. If the boys hold out, some will also probably try the same move. But if Kaplan wins, then the strength of Local 306 will be self-evident.

Kent said he had no idea when the doubles would end.

ED KUYKENDAHL stated that the exhibitor must make himself an important part of his community.

DAVE BARRIST, Philadelphia, led the onslaught against Metro. He informed the convention that, although Felix Feist, after the Metro protest meeting, had stated that the Metro policy would be uniform, different deals were made throughout the country.

Although some thought that the Philadelphia independent delegation was trying to steal the convention, it developed that the Barrist talk led to some constructive action regarding the Metro situation.

Barrist asked that score charges be eliminated or reduced. The Philadelphia body, he said, disapproved of the Brookhart bill. Tying of shorts with features was to be discouraged, he said.

COLONEL E. A. SCHILLER, Loew, was on the floor a great part of the day, refuting arguments by the Providence and Cleveland contingent. Various statements were made regarding protection and other matters, with the Loew and independent interests making conflicting arguments.

WALTER VINCENT urged that the round table be used to settle industry disputes.

M. A. SCHLESSINGER charged that producers should have conferred with exhibitors regarding sound. Distributors should give equipment with pictures, he said.

JACOB CONN criticized distribs for giving affiliated houses product before the indes.

SENATOR JAMES J. DAVIS spoke on educational films.

CARL E. MILLIKEN, Hays office, discussed "Family Nights."

OTHER TALKS included one by Fred Ehrenberg on "Family Pictures"; another by Ed Finney, United Artists, on "Advertising"; another on "Protection and Zoning," by Earl Van Hyning.

SIDELIGHTS included Fred Meyer's saying that the convention ought to go on record for a uniform zoning and protection system, and an exchange of words between Miller and Lightman.

William Orr, Metro, spoke on censorship.

APPROXIMATELY 1,000 persons attended the banquet in the grand ballroom of the Mayflower, honoring movie stars, Congressmen and notables from various fields of business.

Vice-President Charles Curtis was among the guests, as were Louis Wiley, business manager of the "New York Times"; Rev. Norman McLeod, North Carolina; Conrad Nagel, Jacqueline Logan, Claudette Colbert, Stuart Erwin, June Collyer, Ben Lyon, Bebe Daniels, Senator Joseph T. Robinson and other public figures.

Entertainers from stage shows presented a varied program. Eddie Dowling was master of ceremonies. A Myer Davis orchestra played before and during the dinner.

The visiting movie stars were introduced at the conclusion of the speaking program. Among others who spoke were Senator Dill, of Washington, who discussed his bill proposing changes in the copyright law to benefit more owners; Carl E. Milliken, former Governor of Maine, and now secretary of Will Hays' Motion Picture Producers and Distributors of America, and Sidney E. Kent, vice-president of the Fox organization.

Only 23 individuals out of 25,000 motion picture actors and actresses in Hollywood draw "headline" salaries, Conrad Nagel, vice-president of the Academy of Motion Picture Arts and Sciences, told the twelfth annual convention of the Motion Picture Theatre Owners of America at their banquet.

## WEDNESDAY

Verbal fireworks of all sorts marked the final session of the M. P. T. O. A. convention, March 16, when the resolutions committee reported and the members were called upon to vote on the subjects of shorts-feature booking, zoning, Metro price ranges, ERPI prices and Fox activities concerning advertising.

Probably the most stormy debate occurred when a resolution on exhibitors being forced to buy shorts to obtain features was introduced. The original resolution was twice amended before it was finally adopted in a form which would empower the executive board to meet with representatives of the distributors and seek an equitable arrangement on the booking of shorts and features, with the proviso being included that in case the executive board is unable to obtain action from the distributors that recourse be had to legal aid.

There were among the members many who sought to have the problem submitted

(Continued on page 11)



## Warners, Skouras Make New Deal in Utica Zone

### Trio in Upstate City Passes to W-B Chain

Control of the Avon, Utica and Majestic Theatres, Utica, is now in the hands of Warner Brothers.

These houses, years ago a part of the Robbins chain, then under Schine management, and then Fox, were taken over only a few weeks ago by the Skouras Brothers.

Announcement of the Warner control was made by Maj. Louis Lazar, manager of Warner theatres in New York State.

With the Stanley, Utica's leading theatre, and the three recently acquired, under one directorship, Major Lazar said present policies would remain unchanged, except the Stanley would discontinue vaudeville, which has been running three days a week only for a few weeks.

Joseph Bernhard, general manager; I. J. Hoffman, manager for the eastern division, and O. E. Weshner, advertising manager, were in Utica with Major Lazar.

## CONVENTION

(Continued from page 10)

at once to the Federal Trade Commission by a formal complaint against alleged violators of the agreement made at Atlantic City in 1929, while others felt that conditions within the industry had changed sufficiently in recent months to warrant taking one more chance at reaching an agreement with the distributors.

Lined up on the side of those who wanted to deal with the distributors rather than asking government aid were President Lightman, Fred S. Meyer, Wisconsin; Walter Vincent, New York; Ed Kuykendahl, Mississippi. Jack Miller, of Chicago, who at first advocated a demand for government investigation, later in the meeting altered his stand and urged members to vote for the resolution as amended.

H. Hellman, Albany, was a leader among those who opposed the removal of the "teeth" of the resolution, declaring that he had done without certain pictures for two years because he would not buy shorts to obtain features and that he was ready to "go to court" on the matter. Fred Wehrenberg, St. Louis, told the convention that its members need not buy shorts to obtain features because theatres in his territory were ignoring such demands from distributors and were able to get plenty of product for their houses.

## May Is Harry Thomas Month

May has been ordained Harry Thomas Month at First Division exchanges in Albany, Buffalo and New York City.

The slogan is Get Ready for the Merry Month of May—Harry Thomas Month. Five exchanges of First Division, in Philly, New York, Washington, Buffalo and Albany will then be in full swing and ready to serve.

## Mt. Vernon Better Films

As a means of bettering motion picture standards in the city of Mount Vernon, particularly with respect to children, a meeting will be held April 5 in the City Hall.

The session is sponsored by the Mount Vernon Better Films Committee.

## First Division Looking for More Inde Productions

### Quintet of Exchanges Ready to Handle Plenty of Pictures

First Division Exchanges, Inc., Harry H. Thomas, president, is looking for more independent productions to distribute.

Despite the fact that the exchange is believed to have corralled the independent market for next season, with the official announcements coming, First Division is still in the market for more shows, believing next season to be another bonanza for the independent exchangeman.

The individually sold, individually exploited idea of First Division has been one reason why the exchange has progressed and why the major inde producers tie up with that body.

At least 50 more attractions for next season are wanted.

The reputation of First Division has been built on the fact that the company delivers what it promises. With five exchanges and plenty of units at work, the organization is able to take care of a lot of shows and can give the exhibitor all kinds and types of pictures.

Again the sensational advertising campaigns of First Division will be used, and it is expected that next year will be the greatest for the independent.

Furthermore, it is rumored that the exchange system will be expanded to other spots in the new season.

The general sentiment of the meeting, however, seemed to be that, in view of the fact that the organization had gone on record as opposed to the Brookhart bill, which would bring Federal investigation of the industry, any action calling upon a Federal organ for held in this problem would be a direct "back flipflop" in policy. The resolution finally was adopted unanimously.

## Popularity

In connection with showing of fireman picture, Peekskill Theatre, Peekskill, held a voting contest to determine the most popular fireman in the village.

## RCA Photophone Cuts Service Charges Prices

### Introduces New AC Operated Equipment in Sensational Move

With an announcement covering the introduction of two new all AC operated equipments which have been designed for theatres up to 4,000 seating capacity, a substantial reduction in the prices of three types of apparatus, a further reduction in service charges and an entirely new merchandizing policy, E. O. Heyl, manager, Photophone division, RCA Victor Company, has created something of a sensation.

In making his unexpected announcement, Heyl says he is transmitting the first fruits of the economies resulting from the recent consolidation of RCA Photophone with the RCA Victor Company and that he hoped that exhibitors all over the country would recognize its importance.

The two new all AC operated sound reproducing units, which Heyl refers to as the Standard Large, for theatres having from 1,400 to 2,500 seating capacity, and the Standard Super, for theatres having from 2,500 to 4,000 seating capacity are the only standard equipments operated by AC power supply that have been designed for theatres of the capacities mentioned. In addition to the convenience provided by the elimination of batteries and motor generators and the resultant saving in upkeep and installation cost, the prices of these two equipments have been materially reduced. Heretofore the so-called Super Size equipment's lease price has been \$8,000. The new price of the Standard Super all AC operated apparatus is \$5,000. The former price of the Large Size equipment was \$6,000. The new price of the Standard Large Size equipment is \$3,750.

Heyl also announces that the seating capacity limitations of the new all AC operated Special Size equipment had been increased to 600 seats; the Standard Small Size to 1,400 seats and the Standard Large Size to 2,500 seats. Service charge reductions from \$32.50 to \$25 a month on the Special Size equipment; from \$65 to \$32.50 on the Standard Small Size equipment and a reduction from \$130 for four contract calls to \$65 for two calls monthly on the Standard Super Size equipment and a reduction in the financing, interests and collection charges also was announced.

## Incorporations

Tiffany Motion Pictures, Ltd., of Manhattan. To deal in motion pictures of all kinds.

Capitol Motion Picture Supply Corporation of New York. To deal in the motion picture business.

Foreign-American Film and Trading Corporation of New York. To deal in the motion picture business.

## Newburgh Wedding

New State, Newburgh, had a wedding on its stage. Couple were Orange County residents. Manager Dave J. Powers said in a newspaper announcement that it "was not a publicity stunt," but a "bona fide marriage."



fe in a construction  
ump taught Kitty all  
e needed to know  
out men — at least,  
at's what she thought  
til —



a college town, with  
er name on the lips of  
ery student, she met  
e who gained her  
onfidence, and Love



hen Fate's nimble  
ngers tied her heart  
trings into knots, and  
inally, cold, embittered,  
and with the stigma of a prison  
entence upon her, she  
evenged herself upon  
all men and climbed on  
heir backs to success



# BARBARA STANWYCK

But Love's bright  
glare, coming out of  
the past, melted the  
tinselled carcass of  
an adventuress and re-  
vealed the woman!



## in "SHOPWORN"

with  
**REGIS TOOMEY**  
**ZASU PITTS**  
Lucien Littlefield — Robert Alden

Story by Sarah Y. Mason  
Dialogue by Jo Swerling and Robert Riskin  
Directed by  
**NICHOLAS GRINDE**



**SMASH TWIN OPENING**  
at the  
**NEW YORK PARAMOUNT**  
and  
**BROOKLYN PARAMOUNT**  
Theatres

**FRIDAY - APRIL 1st**

Mar25'32 pg. 12



# A GREAT STAR'S EMOTIONAL MASTERPIECE!

The Star becomes the ARTISTE! Here is a Stanwyck you've never seen before—a NEW Stanwyck—transcending every triumph of the past; reaching a new peak in emotional grandeur; turning a talent into masterly genius until her mere shadow on the screen takes on the quality of Life itself. Living through one of those rare stories wherein every range of human emotion is measured and every sensation plumbed. Such a happy combination of star and story can mean only one thing—a SUPERB picture! It's the formula for BOXOFFICE!

*Here, Showmen, is  
Columbia's answer  
to what the public  
wants!*

**"EVERYWOMAN'S  
INNER SELF"**

**THE LINK  
BETWEEN SHOWMEN  
AND PROFITS—**

Mar25'32 pg. 13

*Columbia*





# Allied, More Militant Than Ever, Pledges Independents' Protection at Convention

## Producers, Hays Rapped in Detroit Assembly — Brookhart Bill Secures Support of Body — New Exhibition Contract May Be Formulated

Pledging itself to the utmost toward the protection of the independent exhibitor, the annual Allied convention, at Detroit, recently goes down into history as one of the most militant sessions of that body.

Practically, the body accomplished little except in the form of gestures and resolutions, but if many of the ideas bear fruit, this should be a busy year for the organization.

Unanimous endorsement of the Brookhart measures before Congress was a highlight of the meeting.

Allied is also going into the premium business, what with the creation of a National Better Business Bureau to end the premium racket. Allied will effect a tie-up with an established premium company which will handle all premium sales to members of the exhibitor organization. Agents will represent the company in each territory. Allied will probably get a cut.

The new Brookhart bill differs from the old one in that under the old bill the distributor would have to show pictures to exhibitors before they are bought. Now producers must submit a synopsis on films of 4,000 feet or more. Federal Trade Commission is given additional power in protection matters and other controversies. Price discrimination would be prohibited.

The convention condemned the policies of certain distributors in tying in their short subjects with their features.

The body went on record against the tax pending in Congress, and recommended that 50 cents be the bottom limit.

The protection system was assailed. A resolution was passed asking Fox to allow poster exchanges to continue under the present plan without prosecuting for copyright infringement. Colonel Cole suggested that exhibitors be allowed to pass on pictures. He suggested legislative regulation.

Several hundred attended the convention and banquet.

Pete Harrison was prominent at the convention. He tried to beat the resolution against publishing grosses by insisting that this would be restricting the freedom of the press, but the resolution went through anyway.

A new exhibition contract will be formulated by a committee chosen for that purpose, if it is deemed advisable.

A resolution recommending that producers quit the exhibition field, introduced by Sidney Samuelson, was adopted. It was urged that the public be educated to see that this is uneconomic and unfair.

The double feature epidemic was blamed upon the producer. It was charged Will Hays would not co-operate in this problem.

A resolution condemning publication of grosses as well as star salaries and production costs, unless authentic, was adopted.

A resolution was adopted opposing straight percentage or guarantee and percentage, with preferred playing time on Saturday and Sunday.

### Popular



George Mackenna

Lafayette Theatre, Buffalo, is the youngest first-run manager in that city. Joined Hayman interests in 1922, but spent one year with Paramount theatres in Mid-West. When Charlie Hayman opened the Lafayette, George was with Publix in the West.

Takes his job quite seriously. Always preaches that theatre perfection is the mastering of a million minor details. Kept the Lafayette Theatre open and crowded all last summer, as well as refurbishing it with new seats. Has been employed in every department of a theatre, from ticket booth to projection room. First experience was as a candy boy in a Niagara Falls theatre. Unmarried. Living with his mother. Considers himself quite a cook, but never built anything bigger than bacon and eggs. Wears expensive suits, white shirts only. Sticks to beer. Prefers brunettes.

Benny Bengough, St. Louis Browns, is one of his closest friends. Stays up all night. Shaves twice a day. Considers himself a critic on theatrical entertainments. Votes; very religious; quite a fisherman; considered "easy pickings" by hungry-looking men in the streets.

## Buck Passing Evident as Oneonta Asks Sunday Shows

Question of Sunday pictures is a big issue at Oneonta.

In fact, the issue is expected to go to the voters, despite that the people elected Mayor Francis H. Marx and the new Common Council to decide the long-fought battle once and for all.

Much to the disgust of taxpayers, Marx and his Councilmen failed to take any definite action on the matter at the last meeting of Council.

### Empire Victory Upheld

Victory of the Empire State Motion Picture Operators was upheld in a decision handed down this week. Here it is:

117 E. Stillwell Theatre, Inc., respondent, v. Sam Kaplan as president of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators Union of the United States and Canada, Local 306, an unincorporated organization of seven or more members, appellant.

118 E. Rosekay Amusement Corporation, respondent, v. Sam Kaplan as president, etc., appellant.

119 E. Windsor Circuit Corporation, respondent, v. Sam Kaplan as president, etc., appellant.

Judgments unanimously affirmed, with costs. The evidence amply justified the finding that the Empire State Motion Picture Operators Union is a bona fide labor union; that there were valid, binding and subsisting contracts of employment for definite period of time between the plaintiffs and that union at the time the defendant conducted its picketing of the theatres of the plaintiffs, and that this picketing was conducted with knowledge on the part of the defendant of the existence of such contracts.

Such orderly picketing with truthful placards was wrongly, although the means employed were otherwise lawful, because such acts were indulged in to attain a wrongful and therefore an unlawful purpose, to wit, the breach of contracts of employment for fixed and definite periods of time.

### Kornblite Incorporates

With filing of corporate papers at the offices of the Broome County clerk, Ned Kornblite, Binghamton picture promoter, has entered the field in southern and central New York, with purchase of two Cortland houses. Kornblite had announced retirement from the theatre game following purchase of Kornblite-Cohen string of Bingo houses by Comerford interests.

Kornblite is supervising reconstruction and alteration of two Cortland houses.

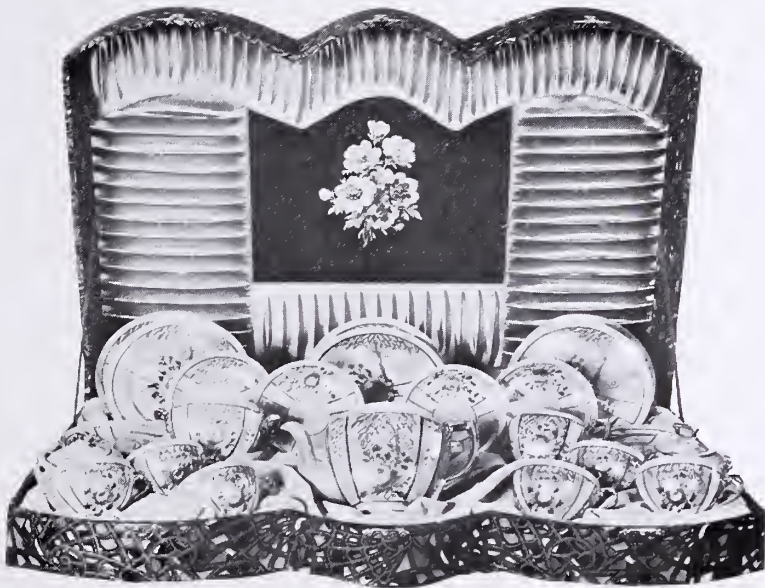
The solons want to pass the buck back to the people, taxpayers charge. Mayor Marx holds the opinion that the decision should be by referendum. As a reminder of this, he pointed out his pre-election promise of a referendum.

Alderman Lewis Atwell is against a vote by the people. It would be a waste of money, he claims. And, furthermore, many taxpayers agree with him.

At the last Council session, the penal law which would permit Council to enact an ordinance legalizing Sunday movies, was read by City Attorney Julian Jackson.



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**JAPANESE  
LUNCHEON  
SET**

*Beautifully Hand-Painted!*

*YOUR LADY PATRONS WILL RAVE ABOUT IT!*

*-and here's our newest offering:*

Beautiful Hand-Painted

## **PORCELAIN DINNER SET**

*Unapproachable Quality!  
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 THEATRE.....( ) Willow Ware  
 ADDRESS.....( ) Chinaware  
 CITY.....( ) Topaz Glassware  
 STATE..... \*Check item for information



## Heard In

# BUFFALO

Shea Changes and Snow Hits the Territory

By Mary Ann

JOHN C. SMITH, Paramount, has been in Buffalo for a few days mapping out plans for the change in policy, through which RKO vaudeville moves from Shea's Hippodrome to the Century. . . . Hip goes straight pictures. . . . Conrad Nagel is appearing at Shea's Buffalo. . . . Michael Shea is now in New York. . . . Vincent Lopez will be at the Buffalo soon with his St. Regis Hotel Orchestra. . . . Harry Berman, Shea publicity forces, home for the past few days, is back on the job. . . . John Carr, former manager, Hippodrome, will move to the Century with the change of policy. . . . George Mason will return to his old post as manager, Hippodrome, March 26.

**EXTENSIVE ALTERATIONS** are being made at the Century to inaugurate the new vaudeville-picture policy. . . . Eddie Miller is commencing to speak a few words of Polish. . . . Roosevelt Theatre, of which he is manager, is in the heart of Buffalo's big Polish district. . . . In spite of Holy Week, Lilyan Tashman pulled crowds in at the Buffalo.

ED FRANK, general manager, Shea maintenance department, has been up to his neck in work preparing for the opening of the Century. . . . Charles Manning, director, Shea's Buffalo Symphony Orchestra, has introduced many styles of dancing. . . . John C. Smith, Paramount, is making these many trips to Buffalo. . . . He "fears" he needs some femme local talent. . . . The line forms to the right. . . . Gag! (Attention Winchell's column). . . . Carl Rindscen, manager, Shea's Kensington, is recovering from an attack of the flu. . . . Herbert Straub, director, stage orchestra, Hip, and his gang will move to the Century with the shift to that theatre. . . . Stage crew, Hip, moves also. . . . Charlie Taylor, Shea's ambitious publicity director, was too busy to take time off when he was confined to his bed with grippe. . . . Epidemic also confined Vincent McFaul, general manager of Shea's interests. . . . Harry Slick, assistant conductor of Shea's Buffalo stage orchestra, is the only healthy man left in the Buffalo.

LILYAN TASHMAN appeared on the air over WBEN broadcast. . . . John Pawel, Buffalo concert master, was missing for a few days. . . . Harry Slick boasts of the fact that Shea's Buffalo Theatre has the only unmarcelled orchestra in Buffalo. . . . Norman Brimsley expects to open the Moravia Theatre, Moravia, soon. . . . Closed for some time due to a fire. . . . Town money is rebuilding the theatre and Norman will manage. . . . Columbia Pictures started a "play date drive," March 12, and will continue until May 6. . . . Tim Donohue, booker, wants dates. . . . Joe Miller, manager, Columbia, just returned from a sales conference in New York, conducted by the new general sales manager, Charles Rosenzweig. . . . George Roberts, Fox special representative, spent the past three days in the Buffalo office. . . . Sid Samson, Fox Buffalo manager, is on jury duty. . . . L. E. Blumenfeld, office manager for Fox, is back at his desk after getting over the grippe.

JOE WEINSTEIN, Paramount booker, was looking just as dapper as ever when he sauntered along film row with Joe Miller's year book under his arm. . . . Business must

## Pawling Open Sunday

After a spirited campaign in which ministers and church leaders led the opposition, people of Pawling, Dutchess County, went to the polls and declared themselves for Sunday movies by a vote of 152 to 61.

Most Hudson River territory is now open to Sunday shows, the most conspicuous exceptions being Newburgh and Middletown.

## Heard In

# ROCHESTER

Tishkoff Wants M. P. T. O. A. Convention Next Year

By Eeatch

WILLIAM TISHKOFF, president, Rochester Motion Picture Exhibitors' Association, is trying to bring the convention of the Motion Picture Theatre Association to Rochester. . . . A. G. Hamel, former assistant manager, Capitol, becomes manager of the Rialto, East Rochester. . . . Rowland G. Edwards, manager, Auditorium, has opened a booking office in New York. . . . Following death of George Eastman, Loew's Rochester obtained a pieced up film of some incidents in his life to run as local feature.

E. A. LAKE, former manager, RKO Palace, now has a house in Houston, Texas. . . . Ken Whitmer, orchestra director at Loew's, is training Esposito, an amateur boxer. . . . Village of Warsaw has banned Sunday dances. . . . George M. Dana, former manager, Batavia Theatre, charged with breaking into safe and taking \$30. . . . Theft was discovered by Thomas Roberts, present manager, who operates the house only Saturday and Sundays. . . . Eastman Theatre is being extensively renovated, with house crew doing most of the work. . . . Loew's Rochester first house here to show Lindbergh baby films.

be good at Warner Brothers, as Harry Seed, manager, just bought three new double-breasted suits. . . . Eastern delegates of Allied made a stop in Buffalo and looked over the town on their way back from the Detroit convention. . . . Howard Brink, manager, Educational, has just returned from Cleveland, where he attended a regional convention of his company. . . . Meeting was called by J. H. Skirboll, sales manager for Educational. . . . Budd Rogers, representing Sono Art-World Wide, was also present as was Bob Savini, Tiffany Productions. . . . Gus Basil, Basil interests, just returned from a 10 months' trip to Europe, visiting seven different countries. . . . Abe Harris escaped an operation for gall stones, and, instead, appeared at the regular monthly meeting of the M. P. T. O. . . . Louie Schine and Howard Carroll paid a visit to the film row. . . . Bill Benjamin, popular salesman for National Screen Service, was called to New York by his home office. . . . Bill says it looks as though he will be transferred out of this territory. . . . Heavy snowstorm in Buffalo recently not only tied up traffic, but delayed film trucks as well, and several exhibitors found themselves with dark houses for a day or so. . . . Roads were impassable to such a degree that film salesmen could not venture to go into their respective territories by car. . . . And Jules Michael was prominent at the M. P. T. O. A. meet.

## Heard In

# SYRACUSE

Earle Arrives and Morris Fitzer Goes Bankrupt

By I. S.

WILLIAM "BILL" TUBBERT, Keith's, opened up a new service to patrons during the engagement of "The Office Girl." . . . Miss Alice Davis posed in the lobby before a typewriter ready to take down, type and mail any letters patrons might submit. . . . Efficiency of a house orchestra leader was demonstrated when Ken Sparron, baton wielder at Keith's, was asked to make an eleventh hour switch in his overture. . . . Ken opened his Saturday show with a rehearsed and prepared selection. . . . Comes a wire from New York directing switch of film for coming week from "The Final Edition" to "Sunshine Susie," with a request that selections from the film musical be played as a plug. . . . With 15 minutes to arrange, write continuity and rehearse his men, Ken went into the pit on the next show and not only played the selections, but presented two solo parts as well.

MRS. LEO ROSEN, wife of Warner's Strand manager, is recovering from an attack of grippe. . . . Edward F. Brieady, former Strand Theatre usher and doorman, who posed as heir to a mythical \$1,750,000 estate in New York City, was arrested at the Onondaga County Penitentiary as he completed a sentence of 10 months for the theft of a purse at the Cathedral of the Immaculate Conception. . . . Henry Earle, Madison and Rita, Albany, and the Troy, Troy, is the new assistant at Warner's Strand, succeeding William Crossett, resigned. . . . Editorial staffs of the three dailies were guests of Keith's, to see whether Columbia did rightly by the Fourth Estate in "Final Edition."

SNOW-CLOGGED streets and a snow-bound countryside cut grosses deeply not only in Syracuse but throughout Central and Northern New York. . . . Morris Fitzer, one-time operator of Savoy, filed a voluntary petition in bankruptcy in Federal Court last week with liabilities of \$58,803 and no assets. . . . Fitzer at present is employed by his brother, Mitchell, at the Rivoli. . . . Creditors include T. Aaron Levy, et al, on lease of the Savoy, \$12,000; Marc Buckland, formerly interested in the Empire Theatre, \$3,500; Gurney Realty Company, owner of the Empire, \$3,500; Harry Prowda, former Savoy Orchestra leader, \$1,086. . . . Fitzer's schedule also shows \$2,376 owed for rental of the California Theatre, Los Angeles. . . . All holders of season passes to the Paramount received polite notes from Raymond B. Jones, managing director, asking that they see "Broken Lullaby" early that they might boost the film to their friends.

## Albany RKO Shifts

Several managerial changes have been made in the RKO houses in the Albany district.

John Appleton, manager, RKO Plaza, Schenectady, has been transferred to the RKO Albee, Brooklyn. He is succeeded by Robert Ungerfelt, formerly of Racine, Wis.

Coney Holmes, manager, RKO Proctor's, Schenectady, has been succeeded by Herbert Morgan, formerly manager of RKO Temple, Rochester.



Heard In

**N E W A R K**  
White Elephant Mosque—  
Economical Warner Chain

By Bob

MOSQUE, Warner "white elephant," after five weeks of vaudeville closed again. . . . Dark for three weeks and reopened. . . . Local managers are fretting about the proposed state amusement tax. . . . Orpheum, erstwhile race house, has swung open its doors as a Yiddish flicker palace. . . . Project in the hands of Sam Ross struggled along for three weeks and died. . . . Opened again with "Streets of Sorrow."

TOWN FULL OF NEWSREEL MEN for more than a week in connection with Lindbergh case. . . . Newark has had more than its share of cinema celebrities lately. . . . Ruty-Youngblood marathon dance lasted 14 weeks. . . . Adam Adam Adams, managing director, Paramount-Newark, switched from William Morris to A. & B. Dowd stage attractions. . . . "Triple A" cancelled two Morris acts.

WILLIAM S. "SMILING BILLY" PHILLIPS is organizing a club made up of scribes and pharisees. . . . Being assisted by Sidney Franklin, Little Theatre manager. . . . Henry Okun, demon publicity man, digs up the talent to entertain the "boys." . . . RKO-Proctor's switched radioing from WGCP to WOR. . . . A. Gordon Reid, veteran Newark show man, now district manager for RKO suburban houses. . . . Reported to have a "piece" of the neighborhood chain. . . . George Deber, former assistant to H. R. Emde, RKO, is still handling promotion for Hahne & Company. . . . Mayfair, Hillside and Palace, Orange, are beginning to shame downtown theatres with the size of their newspaper advertising. . . . Loew's and Paramount splurge occasionally with quarter-page spreads, but Warner's has reached a new low. . . . After a stormy career as outlet for UFA productions, Carlton, sure-seater, gave way to utter discouragement.

LITTLE THEATRE, other sure-seater, went into receivership. . . . Now controlled by Cinema Company, Inc. . . . Morris Feldman, operator of Grand, grind house in Gringo neighborhood, is back from Florida with a heavy coat of tan. . . . Announcement that "Five-Year Plan" would show at Little brought score of letters to "Sunday Call" film page. . . . "Call's" movie editor started the rumpus by declaring himself against showing of political or commercial propaganda in any showhouse. . . . Essex, semi-neighborhood, reopens after renovation.

**Camels on Percentage**

Edmund R. "Curly" Vadeboncoeur, editor, "American," Syracuse, turning impresario, reopened the Dewitt Theatre, dark since the surrender of Julian S. Brown's lease, for a four-day engagement of the Camel Quarter Hour combination, Tony Wons, Morton Downey and the Renard band for the Easter week-end. Vic Frank, formerly of Loew's, was house manager. CBS also furnished a talkie, "Three Wise Girls," and ran a continuous scale.

**Rochester Hit**

Rochester theatre operators took it on the chin the early part of the month despite good pictures and adequate exploitation. Weather man has to take the blame for the worst storm in 32 years.

Theatres were practically empty throughout the city. Secondary storms and continued cold didn't help matters any. Neighborhood houses may reap some benefit when they get highly touted second runs that folks were unable to see at the earlier showings.

Heard In

**P A T E R S O N**  
Liner Smiles and Pick-  
pockets Make Merry

By Jim

A LOCAL THEATRE has been hearing many complaints of pocket-picking by patrons. . . . Recently Thomas Gentile, 36, of this city, was arrested and held on an open complaint by police pending further investigation. . . . When searched at headquarters, the latter was found to have a \$100 bill in one pocket and other bills in another pocket. . . . Well-known story of Daniel Boone and the early trials of the frontiersmen was one of the photoplays presented in the auditorium of School No. 12, March 16. . . . Photoplays were produced under the direction of the members of the departments of history and education of Yale University.

MEN'S CLUB, Eastside Presbyterian Church, presented an unusual program at a recent meeting. . . . This was the presentation of the recent \$15,000 talking picture, showing the work of the rehabilitation commission of the state of New Jersey. . . . An additional feature that attracted great interest was the presence of several young women who had been helped by the commission back into the normal pursuits of life, in the rear of the auditorium to display work done by this notable commission.

MEN'S CLUB of St. Clement's Episcopal Church entertained in the parish hall with several reels of motion pictures, depicting many interesting and beautiful scenes in and around the Cathedral of St. John the Divine, New York City. . . . Phillip Sereno, 21, was arrested on a charge of assault and battery made by Walter Ray, who alleges that Sereno punched him violently, with malice aforethought and with his fist while they were in the Rivoli Theatre. . . . Mel Ackerman, usher of the Garden Theatre, declares he is very lonesome since his girl went away on a visit. . . . James Malone, manager, Garden, gives it as his belief that pleasant weather will bring a boost in attendance. . . . Samuel Greengrass, Plaza, says all kinds of wisecracks give him cramps in the think tank. . . . J. Edward Helwig, of the Rivoli, is planning a long trip in the near future. . . . As Manager Irving Liner, United States Theatre, sees the long string of patrons at his theatre he wears a smile. . . . Jack Guinzberg, Majestic, affirms that his house is doing good business.

**"Hound" Dated In**

"Hound of the Baskervilles" is now playing the Loew time throughout the city, as well as Publix, Skouras and Warner spots. Edgar Wallace wrote the dialogue for the Conan Doyle story, with the radio broadcast bringing the picture specifically to the attention of millions of listeners.

**Ginsbergs Determined**

Ginsbergs, Beacon, owners of the Paragon, announce definitely that construction of their second theatre will start in the spring.

**Colgate Town Liberal**

Hamilton voted the other day 431 to 369 to permit the showing of motion pictures on the Sabbath from 2 to 4 P. M. and after 8.30 P. M. Hamilton's other distinction is that it is the home of Colgate University.

**Albany "Roars" Showing**

Nine situations have already been set for the trade showings of "The Crowd Roars." Among them is the Strand, Albany.

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the Corner from  
the Center of the  
Motion Picture Industry*

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J. S. SUITS, Mgr



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*Anna O. Van Orsten*  
PUBLISHER

25 Taylor Street San Francisco



FILM NEWS NOTES  
From  
**HOLLYWOOD**

By  
**JOE BLAIR**

Western Correspondent

1044 N. Martel Ave. HEMPSTEAD 5982

**"Wild Women" Opens**

RKO Cameo gets world premiere of "Wild Women of Borneo," holiday week. First Division distributes, and the show has received attention from trade reviewers. It's an authentic tale of the wild women of that territory.

stars. He adapted "What a Widow," one of Gloria Swanson's outstanding successes.

**WARREN DOANE**, formerly director and general manager of the Hal Roach studios, will produce a series of 26 comedies for Universal release. Doane achieved considerable success as a director of several Roach comedies. He has been identified with the producing end of the business for several years and his experience covers most all branches of production.

**KEEP AN EYE ON "PRECIOUS,"** the James Forbes stage play which Alfred L. Werker is directing for Fox Films. The story concerns an old man who marries a young girl and tries to maintain the pace of youth. Werker is particularly adapted to this type of a story and we predict something unusual in "Precious."

**MAL ST. CLAIR** is scheduled to direct "Hollywood Speaks" for Columbia. St. Clair, who has been idle for several months, is always a safe bet for a good picture.

**HOWARD HUGHES** previewed his "Scarface" picture to a press gathering recently. Despite adverse surroundings attendant to the preview showing, Hughes was highly complimented and credited with making the finest gangster picture so far shown.

**JOHN M. STAHL** has selected Irene Dunne and John Boles for the two romantic leads for Fannie Hurst's "Back Street," the production of which is finally under way at Universal studios. Director Stahl's consecutive successes for Universal is the talk of Hollywood. If "Back Street" turns out a winner, and everyone feels it will, Director Stahl will be able to fill in his salary figure with no questions asked.

**IRVING CUMMINGS** is directing Columbia's "Criminal Court," is authored by Jo Swerling. Edmund Lowe enacts one of the featured roles. Cummings, formerly under contract to Fox Films, directed "In Old Arizona" and, recently, "The Cisco Kid." Both of which greatly enhanced Warner Baxter's popularity in his colorful romantic Mexican characterization.

**DANIEL B. CLARK**, ace cinematographer, now photographing Tom Mix in his series of Universal pictures, is branching out in other fields. Clark heads Hollywood Movie Scenarios, a newly created organization which proposes to furnish scenario service, amateur photographers throughout the world. Edward Mull, William Stull and William Null are associated with Clark in the new enterprise.

**GEORGE O'BRIEN** will remain with Fox Films. Didn't we predict this some time ago in this column—that this popular star would resign with Fox. He is now vacationing in Havana and on his return next month, O'Brien will star in "The Killer." Al Cohn is writing the screen play of "The Killer."

Heard In

**PASSAIC**  
Watch for Racketeers and  
Dan Shepherd Here

**DANIEL J. SHEPHERD** has replaced Murray Lafayette as manager of the RKO Rivoli Theatre, Rutherford. . . . For eight years he was manager of the Branford Theatre, Newark. . . . Lafayette has been moved to the RKO, Rahway.

**JOSEPH H. CONSTANTINE**, director of vocational education in the Passaic schools, and a delegation of his pupils who are studying newspaper work, were guests of Manager William Weiss at the Capitol Theatre (Warner Brothers). . . . "Laddie," a white Spitz dog who adds, subtracts and multiplies by the correct number of barks in reply to questions, entertained Capitol audiences Saturday afternoon.

**GARRETT VOORMAN**, manager of the New Montauk Theatre (Warner Brothers), was host to Circulation Manager Jere C. Healy and 100 newsboys, "Passaic News." . . . They got a great kick out of Joe E. Brown in "Fireman, Save My Child."

**LOCAL THEATRES** are doing their bit to help raise relief campaign funds. . . . Clifton's drive for \$77,000 got under way a few days ago. . . . Motion pictures soliciting contributions were shown at the Strand, Clifton, and the Montauk, Capitol and Rialto, Passaic. . . . Pashman Brothers offered the use of the Strand; Harry Hecht, Rialto, and Warner Brothers, two other theatres.

**WIFE OF A VAUDEVILLE COMEDIAN** pulled a "fast one" on one of the local theatre managers recently. . . . She handed him a hard-luck story about having run out of gas and short of money on a trip to Yonkers and wanted to borrow \$10, which she said her husband would be sure to repay as soon as she got to her destination. . . . Not wanting to refuse her altogether, the manager came across with \$3. . . . As you might already have suspected, he has to date received no word either from her or her husband, if, indeed, she had one.

Heard In

**UTICA...**  
Stein Invites Cops and  
Waldron Is Actor

By Harry

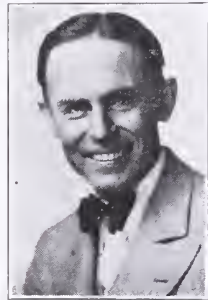
**BEN STERN**, recently appointed manager at the Avon, Utica, celebrated his return to that city by inviting all policemen to be his guests for the premiere showing of "Arsene Lupin." . . . Utica, hungry for legitimate or some sort of stage attraction in the flesh, poured forth hoarded or some other kind of money to greet the return of Columbia burlesque. . . . "Bob" Wagner, manager, is well pleased.

**ACCORDING TO WORD** from the coast, the depression has done a lot of things to the film industry. . . . One has been making executives turn actors. . . . That change recently applied to John A. Waldron, former Utican.

Notice has been filed with the secretary of state of the change of name of Kil-N-Our Motion Picture Corporation of New York to Forest Productions, Inc.

MARK DOWN THIS PREDICTION:

From now on, we (Hollywood) must make pictures for the Box Office. The stories must all be written strictly for the box-office. They must be produced, directed and acted for the whys and wherefores of the people who pay their way into the theatres.



Joe Blair

What does it mean? Hollywood! Cut out your horse play—get down to the serious business of making motion pictures. Stop hiring writers who can't produce a winner, pick your directors only from the ranks of those who are successful.

No Hollywood producer has to search for the right ingredients to successful box-office pictures. Every money-making hit-picture has the same old formula used in all successes for years. And the present is no time to experiment; the industry needs good pictures too badly to continue the present hit-and-miss policy. Artistic triumphs, road-show productions and class pictures may be all right when the industry is going good, but now is the time to think, write and produce for the box office.

Do it now, Producers! And save our industry.

**STAN LAUREL** and Oliver Hardy in a thriller! It is "County Hospital," their latest Roach MGM comedy. If you want to mix your belly-laugh with hair-raising, breath-taking thrills, book "County Hospital,"—it is by far their best comedy to date. The direction of James Parrott is highly commendable.

**CASEY ROBINSON**, brilliant young writer-director, has been borrowed by RKO-Radio from Paramount to write the screen play and dialogue of "Is My Face Red," written by Ben Markson and Allen Rivkin. Lowell Sherman is signed to direct. Robinson, formerly a crack scenarist and title writer, won his directorial spurs in the eastern Paramount Studio.

**WARNER BAXTER** has completed "Bachelor's Affairs" and is now in the middle of "Man About Town," his latest Fox production. "Man About Town" deals with the social life of a secret service man who pits honor and love against duty. That's what the business needs—good old-fashioned hokum, dressed up in modern surroundings.

**JAMES SEYMOUR**, formerly scenario editor of RKO-Pathé, has been appointed associate story editor of the combined RKO-Radio and Pathe studios. As scenario editor of Pathe, Seymour was associated with the purchase and development of most of the stories for Constance Bennett, Ann Harding, Robert Armstrong, Eddie Quillan, Bill Boyd and others of that company's



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Girl Crazy"—Radio

Bert Wheeler, Robert Woolsey, Eddie Quillan, Mitzi Green, Kitty Kelly, Arline Judge, Dorothy Lee, Stanley Fields, Brooks Benedict.

Another uproarious Wheeler - Woolsey achievement, and probably as successful as their other comedies. This time a hand-picked cast supports, which makes audience-attention all the more certain. A comedy with music, "Girl Crazy" should boost Radio's stock several points above the low hit not so many months ago. Under the Selznick regime things look promising.

Estimate: Certain program success.

## "Famous Ferguson Case"—WB

Joan Blondell, Tom Brown, Vivienne Osborne, Walter Miller, Adrienne Dore, Leslie Fenton, Kenneth Thompson, Clarence Wilson, Willard Robertson, Russell Simpson, Grant Mitchell, Miran Seeger, Gwen Lee.

Another newspaper picture, but it really is a bit better than the general run, and even might be compared favorably to "Five-Star Final." Joan Blondell and a newcomer named Tom Brown do good work, with Brown apparently a welcome juvenile. The usual newspaper background has typed reporter, a murder and Blondell as a sob-sister.

Estimate: High rating newspaper drama.

## "Young Bride"—Radio

Helen Twelvetrees, Eric Linden, Arline Judge, Rosco Ates, Polly Walters, Cliff Edwards, Blanche Frederici, Allen Fox.

Just another picture that seeks to prove that the little wife back home will always forgive and forget. Twelvetrees depicts the type this time and Arline Judge makes a strong play for erring husband, Linden. In the long run, just a programmer that may get going and that again, may not.

Estimate: Just another picture.

## "Miracle Man"—Paramount

Sylvia Sydney, Chester Morris, Robert Coogan, John Wray, Ned Sparks, Hobart Bosworth, Llovd Hughes, Virginia Bruce, Boris Karloff, Irving Pichel, Florine McKinney.

Paramount has again produced something of importance. "The Miracle Man" is set for big grosses, lots of attention, and plenty of praise. With an all-star cast, a sweet title and plenty of good memories concerning the original version, this talkie "Miracle Man" should be worth plenty to exhibitors.

Estimate: Important and worthwhile grosser.

## "Probation"—Chesterfield

Sally Blane, John Darrow, J. Farrell MacDonald, Clara Kimball Young, Betty Grable, David Rollins, Matty Kemp.

This will fill the bill in any theatre where they don't demand star names, but a pleasant little picture. With one of those juvenile love stories as a background, "Probation" has lots of angles that might prove attractive.

Estimate: Nice indie production.

## "Grand Hotel"—Metro

Greta Garbo, Lionel Barrymore, Wallace Beery, Jean Crawford, John Barrymore, Lewis Stone, Jean Hersholt.

Smash hit, terrific box office, and all that Metro and exhibitors ever hoped it might be. "Grand Hotel" is a smash, can be nothing else but. Metro plans to give this a momentous send-off and from the looks of things even the biggest adjectives won't begin to do the show justice. The cast is all-star, the direction superb, the box-office appeal in the bag from the first turn of the camera.

Estimate: A smash of smashes.

## "The Blonde Captive"—Pizor

A travel film of an Australian expedition with dialogue by Lowell Thomas.

As a travel film, "The Blonde Captive" is interesting enough, but the punch comes when a sequence introduces a white woman who is supposed to have been shipwrecked and then settled down with the savages. It looks phony, but is the only showmanship angle in the picture and enough to make it size up as nice exploitation material. Audiences probably won't believe the yarn, but they won't complain.

Estimate: Exploiters should get good returns from this.

## "Bachelor Affairs"—Fox

Warner Baxter, Marion Nixon, Frankie Darro, David Landau, Clarence Wilson.

Those who like Warner Baxter, those who like clean stories, those who could go for the tale of a bachelor who inherits some children will like "Bachelor Affairs." True, many sophisticated folk won't take to it, but even a clean picture is a novelty these days.

Estimate: Clean, but does not help?

## "Hell's Headquarters"—Mayfair

Jack Mulhall, Barbara Weeks, Frank Mayo, Phillips Smallcy, Fred Parker.

Up to the Mayfair (Action) standard, and bound to provide enough entertainment for those who like that type of yarn. This time, a jungle background provides reason for plenty of fights and whatnot.

Estimate: Suitable independent production.

## "Night Court"—Metro

Phillips Holmes, Walter Huston, Anita Page, Lewis Stone, Mary Carlisle, John Miljan, Jean Hersholt, Tully Marshall, Noel Francis.

Here is a programmer that deserves more hurrahs than a lot of big productions. Thanks to Van Dyke's direction, Walter Huston's work and an interesting yarn, "Night Court" is really interesting. Phillips Holmes, too, rings the bell plenty.

Estimate: High rating programmer and certainly satisfactory.

## "Wet Parade"—MGM

Dorothy Jordan, Walter Huston, Lewis Stone, Robert Young, Neil Hamilton, Jimmy Durante, Myrna Loy, John Miljan, Joan Marsh, Clarence Muse.

Metro's much publicized version of a much discussed novel looms up nothing more than fair program, which is a lot even in these days. True, the story has some sensational and timely angles with which to attract attention, but the picture, itself, hasn't the stuff that will pull the women folk. However, "The Wet Parade" has enough to keep any intelligent showman plenty busy.

Estimate: Timely.

## "The Mouthpiece"—WB

Warren William, Sidney Fox, Mae Madison, John Wray, Aline MacMahon, Polly Walters, Ralph Ince.

"The Mouthpiece" might have been quite good. In its present state, it doesn't get close to the possibilities such a story offers. Warren William is the criminal attorney who sweeps all before him, and while there is a love theme, most of the show is concerned with the legal end of things. There are a lot of exploitation angles.

Estimate: Fair programmer that might have achieved higher rank.

## "Man Wanted"—WB

Kay Francis, Kenneth Thompson, Una Merkel, David Manners, Andy Devine, Guy Kibbee.

Another one of those society dramas which talk much but move little. Still, Kay Francis overshadows the handicaps and rises to turn in a neat performance. The story, in itself, isn't much, but no one can complain if they have to watch Kay Francis in a full-length feature. Mark this down as a programmer that may or may not get across.

Estimate: Depends on how it is sold.

## "The Big Timer"—Columbia

Ben Lyon, Constance Cummings, Thelma Todd, Charles Delaney, Tommy Dugan, Charles Grapewin.

An attractive little programmer which speaks well for the talents of Eddie Buzzell as a director. True, the picture isn't bound to break records, but if a lot of big features had the audience appeal of this it would be satisfactory. Ben Lyon's growing popularity is an essential selling point.

Estimate: Nice program fare.

## "Wild Women of Borneo"—FD

A travel picture depicting the natives of the Borneo country.

With a title that may mean money at the box office and plenty of sensational angles, "Wild Women of Borneo" shapes up a bit better than the usual travel film. The film, itself, is interesting, but exploitation is the main factor.

Estimate: To be sold.



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Loew's Sells "Union Depot" with Big Drive

A fine example of what could be done with a picture when real showmen get behind it may be had from the business done with "Union Depot" by all Loew's metropolitan theatres.

Credit for the results goes to Oscar Doob, in charge of advertising and publicity for Loew. Doob, realizing that because of the Lenten season, "Union Depot" would require real showmanship to put over the picture as it should be, drew up a complete campaign in which he was assisted by First National's advertising and publicity department, as follows:

First—They got up a special four-page tabloid with each theatre's imprint for distribution by each theatre; second, they got up three special 50-foot teaser trailers which were run in all the theatres for two weeks prior to the date of the picture; third, they used the regular trailer that First National supplied for a week prior to the opening; fourth, they got up 100 special 40 x 60 sheets, which were used in lobbies as advance lobby displays; fifth, they got up elaborate lobby displays similar to the one used at the Winter Garden for the picture, in addition to several added touches of their own; sixth, they conducted a heavy advertising campaign in all the metropolitan newspapers; seventh, they took additional advertising space in all the sectional papers; eighth, they printed special type window cards and distributed them in the store windows of the important streets; ninth, they printed special type one sheets, which also went into the shops of merchants and were also posted; tenth, they made up a special envelope cut which was imprinted on the envelope in which they mail the "Loew News" to a large weekly mailing list; eleventh, they used teaser ads in the "Loew News" for two weeks before the opening of the picture; twelfth, they used various novelties which were distributed by each house for one week before the opening.

A series of previews at the Yonkers Public Strand during the past few weeks has boosted receipts. Strand pioneered in the preview idea in Yonkers.

## Minna Gold's Crack

Buffalo booker, Minna Gold, heap big New Yawker, of First Division Exchanges, Inc., is just wondering if the other Buffalo exchanges are singing "Is That the Human Thing to Do?"

"Honestly," sez this female, "I never noo that in so short a time we could do soch nize business and be able to distribute so many pictures. An' ya think it makes the exhibitors sore! Nein," sez this baby with an Oirish eggcent and brown eyes, "they grab 'em up like hot cakes" (the pictures, of course).

## 1,000 Daily for Buck

Importance of the Buck Jones Club was one of the subjects discussed at Columbia's New York regional meeting at the Park Central Hotel and was a feature of the company's Chicago gathering.

The club, launched four weeks ago, has reached a membership of 300,000 boys and girls throughout the United States and Canada and is increasing at the rate of 1,000 members a day.

## McMahon Air-Minded

Rochester has a theatre manager who plans to do his own air stunts to ballyhoo "Hell Divers." He is Kenneth McMahon, new manager, State Theatre, a Schine house. Manager McMahon has a limited pilot's license with 200 flying hours to his credit. He will take up a ship with plenty of advertising and do stunts over his own theatre.

McMahon moved in from East Rochester, where he was manager of the Rialto. He formerly was assistant manager of the RKO Palace.

## Insiders at "Crowd Roars"

Delegation of members of The Insiders, an association of high-speed automobile racing drivers, attended the world premiere of "The Crowd Roars," at the Winter Garden. Cagney, who plays the part of a speed champion in the film, has been elected an honorary member of The Insiders, of which Harry Hartz, famous scorcher, is president.

## Local Follies

"Yonkers Follies," recruited from a cast of Yonkers residents, played for three days at the RKO Proctor's Theatre, Yonkers.

Idea originated with George Roberts, manager.

"Doc" Peyton and his orchestra, a band that has been popular at an Albany hotel for a year, opened as an added attraction at Warner's Strand, March 11.

## Limericks

Limerick contest sponsored by the "Yonkers Statesman" is hooked up with Loew's Theatre, Yonkers. Free tickets are given away daily to those gaining the designation "honorable mention."

## "The Boat From Shanghai" Is Timely



"The Boat From Shanghai," from First Division, has Jane Welch and a competent cast. It's a timely feature, in view of the China-Jap war.



Heard In

**H**UDSON COUNTY

Mackie First-Run Idea Goes Up in Smoke

By Ike

CHARLIE CARROLL is driving a new Franklin. . . . Last year a Studebaker. . . . Eugene Knox, 61-year-old special policeman who has guarded the Warner Brothers' Lincoln Theatre, Union City, for 10 years, died of a stroke. . . . Bert Hoffman, Mal Stephenson and the writer spent an enjoyable two hours chinning on movie biz recently. . . . Charging unjust expulsion from the Motion Picture Projectionists Union, Ira Dulberger, John E. Wood and Harry C. Kelly, Bayonne, and Theodore Cancalosi, Jersey City, have appealed to the Jersey City Chancery Court to determine their rights and compel the union to reinstate them.

ARTHUR MACKIE, movie editor of the "Jersey Journal," started a campaign to have new films released in Jersey City day and date with Broadway, but quit for the time being, at least, when informed Jersey City theatres would be unable to pay the price demanded for first-run celluloid here at the present and still show a profit. . . . Burt Hoffman recently had a severe cold, which kept him in bed several days. . . . Stanley celebrated its fourth birthday late in March. . . . Shorty Irving is the chief electrician at that house. . . . He's assisted by George Phillips, Freddy Pineo and Charles Kerrigan. . . . Lou Falk has lost about 20 pounds

Score Feature Radio Bits

Albany exhibitors complain that the radio is its greatest enemy in the early hours of the evening. They say they see a dropping off in supper show attendance since the popularity of such radio programs as are on the air from 6 to 8. People rush home from work to follow these acts, some of which are like serials and require steady hearing, and it is a toss up if they leave the house for the theatre after that.

Bliss Arrested

Chief of Police Bennett, of Middletown, announces the arrest in San Francisco of Windsor Bliss, 23, formerly assistant manager of the Paramount, that city, on a charge of having left with \$700 belonging to the theatre.

since joining the Loew organization. . . . Chief Electrician Johnny Herbst, Loew's, has already installed his family at Atlantic Highlands for the summer. . . . Skouras managers get a bonus if the receipts of their houses surpass a mark set in New York. . . . George Meeker, Rialto, has signified his willingness to go to Arizona to manage one of the Skouras houses there. . . . Al De Titla, Larry Abbott and Pete Dawson are the Stanley projectionists.

Heard In

**E**LMIRA

Majestic Abandoned and Vaude Does Nicely

By Jay

PROPOSAL TO CONVERT the Majestic, Warner Brothers, into a bus terminal has been abandoned. . . . All houses are using more space in daily newspapers. . . . Harry M. Watts, local representative of Warner houses, has been made a member of the Elmira Rotary Club and placed on its entertainment committee. . . . Elmira will not adopt daylight saving this year.

SEVERAL MINISTERS, guests of Manager Harry Watts at a private showing of "The Man Who Played God," referred to it in sermons and urged attendance. . . . Church movies have little effect on attendance at theatres Sunday nights. . . . Midnight shows Friday and Saturday nights at Keeney, Strand and Capitol are increasing in popularity. . . . National Glider meet will be held here last two weeks in June. . . . All theatres make bid for children by lowering prices to them. . . . Children of Orphans' Home and Rotary Reconstruction Home are entertained regularly at Warner houses here. . . . Some criticism against trailers to advertise future bills, but fair-minded patrons accept them as they do advertisements in a newspaper. . . . Vaudeville continues to draw capacity at Keeney last half.



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24 HOURS is a day at your logical supply store.

Performance you can always rely on when you're in a hurry or in trouble. "The Show Must Go On" is a traditional slogan deeply instilled in the mind of every National employe. Interrupted slumbers in the wee small hours are secondary when the call for help comes and quick action is required. Whether it is a fire, a breakdown or a suddenly discovered shortage of necessary supplies, hurry-up performance is a standing rule at National — Day or Night, in any kind of weather. National Service is available to all exhibitors — both regular and once-in-awhile customers alike.

NATIONAL THEATRE SUPPLY COMPANY

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BUFFALO, N. Y.



1560 BROADWAY  
NEW YORK CITY, N. Y.



## Heard In

**ALBANY**Blizzard Slows Up Biz and  
Schmertz Visits Albany

By Bill

JAKE KROHN, MGM Albany salesman, knows what it is to be snowbound. . . . Was making his rounds near Utica when he ran into a blizzard. . . . Snow came up over his car wheels and he had to stop and seek shelter at a farmhouse at Paris Hill. . . . Three days later he headed for Albany. . . . Car was left behind until it could be dug out. . . . Mrs. Dorothy Leavitts Finkelstein, assistant booking agent at MGM and employee for the past six years, has resigned to join her husband in Boston. . . . Saturday, March 12, MGM office force and employees from several other exchanges gave her a farewell luncheon.

J. M. CUMMINGS, traveling auditor of MGM has been in the Albany exchange. . . . Bill Sherry, salesman, has been confined to his home with grip. . . . Albert Comeaux, auditor of Paramount, has been overseeing Manager Kenneth Robinson's Albany exchange. . . . Clayton Eastman, Paramount salesman, has a second addition to his family, a boy. . . . Because of the blizzard north of Utica and up to the border, Howell Trucking Company refused for several days to carry cans of film except at risk of the exchanges. . . . Harry Armstrong will open Grange Hall, Stephentown, in May, putting in sound equipment. . . . Lewis Rutherford Morris Central School, Morris, will show pictures one night each week after Easter. . . . I. J. Schmertz, Fox Cleveland manager and formerly in Albany, visited his old exchange during March. . . . With Mr. and Mrs. Schmertz, Mrs. Ralph Pielow, wife of the MGM manager, returned for a short visit in Cleveland, being the guest of the Schmertz family.

DUCAT AND WEISS, Utica, will soon open the Clinton Theatre, Clinton, and one at Oriskany Falls for two nights a week. . . . Mrs. Van Buren is building a new theatre in Cairo in the Catskills and expects to open it in June. . . . She has been using Masonic Hall in the past.

THE BLIZZARD that raged in northern New York early in March is still affecting business. . . . Bill Benton, Saratoga, and Mike Kallett, Kallett chain, Oneida, attended the M. P. T. O. A. convention in Washington. . . . Mack Edwards has been appointed organist at RKO Palace Theatre, Albany. . . . Harry Zimmerman, known professionally as "Zimm," was let out recently when difficulties arose between the theatre and the Albany musicians' union. . . . For the first time since he opened the de luxe Harmanus Bleeker Hall three years ago, Christopher H. Buckley presented a state rights picture, "Police Court," on its screen. . . . His regular fare is MGM, Fox and United Artists. . . . The Warner Strand, ten years old, which has always had a side wall lobby box office, has closed it and erected a booth box office on the street.

BILL SMALLEY, Smalley chain, gladdened the hearts and stomachs of every exchange manager along Film Row recently with a crate of Florida oranges as a souvenir of Bill's present vacation in the land of sunshine and real estate booms. . . . First Division exchange opened March 21, with Bert Frees, manager, and an office strikingly decorated and furnished in mod-

**Family Nights Boosted**

Miss Edith Ford, New York State chairman for Better Films, speaking before the Newburgh Branch of Daughters of the American Revolution, outlined the new policy which the state organization is to pursue with respect to motion pictures. It has been found that children do not "take" to special performances arranged for them. Consequently, it is proposed to have "family" nights in the theatres, when managers will present features of interest to the entire family and omit any features that might be regarded objectionable to young children.

**City Line Shifts**

City Line, Brooklyn, now is in the possession of Louis Schiffman and Sam Seelenfreund, operators of the nearby Sheridan.

The duo will remodel the City Line and make it the peer of the two theatres.

ernistic manner. . . . This exchange will prove a boon to exhibitors in the Albany district who have, in past, found it necessary to have deliveries of film from New York and Buffalo. . . . Ted Prober and Wilbur Grant, MGM and Warner booker, respectively, are trying to promote a motion picture ball at one of Albany's large hotels in the near future, the profits to go to an unemployment fund.

**Clip This**

The Albany exchange of First Division, recently opened, is located at 1046 Broadway.  
Phone is 3-8589.

**Utica "Gentlemen's Agreement Hits Low Mats****Houses Finding Out Low Children's Tariff Doesn't Pay**

"Bargain matinees" and other inducements offered by Utica movie houses are a thing of the past, according to a gentlemen's agreement signed by managers representing downtown and neighbor theatres.

**Were Losing**

Called together on common ground that the houses were losing money by putting on 10 and 15 cent matinees for shows that cost 40 and 50 cents admission at night, it was decided to discontinue the practice after March 24.

Under the new arrangement, neighborhood houses will admit children for 10 cents and 20 cents. Downtown matinee prices will be 25 cents, the scale before the bargain system was inaugurated.

**IN  
NEW YORK**Right in the  
heart of the**MOTION PICTURE  
INDUSTRY****HOTEL  
PLYMOUTH**

49th ST., Just off BROADWAY

**400 LARGE OUTSIDE ROOMS**

all with

**BATH, SHOWER****CIRCULATING ICE WATER - RADIO****FROM \$2.50 DAILY**

Rates	{	Single . . . . .	\$2.50, \$3.00, \$3.50
		Double, \$4.00, \$4.50	Twin Beds, \$5.00

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**THE ONLY**  
**REGIONALS**  
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**POLITAN AREA**  
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in BUFFALO, ALBANY and  
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tory on the 1st and 15th of  
of each month.



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in the WASHINGTON terri-  
tory on the 5th and 20th of  
each month.

**Emanuel-Goodwin Publications**  
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*Publishing Office:*

**219 N. Broad Street, Philadelphia**

ALBANY - BUFFALO - WASHINGTON - PHILADELPHIA - NEW YORK



**EDUCATIONAL PICTURES SHOWS THE WAY TO THE PERFECT PROGRAM**

# ANDY CLYDE

IN THE FIRST OF TWO THREE-REEL COMEDY SPECIALS PRODUCED BY

# MACK SENNETT

## "HEAVENS! MY HUSBAND!"



**YOU CAN** watch with interest the innovation of Mack Sennett with his three-reel comedy "Heavens! My Husband?" all you exhibs who may be tangled up in the Double Feature Pest for the lowdown is this in conjunction with ONE good feature picture will offer an "out" to the exhibs who are trying to throw off the evil of the double feature program and mebbe a two-reeler add to this the newsreel, a cartoon, and you have a perfectly balanced that should send any audience away satisfied

**LOOKING AT** the matter impartially... we can vouch for the fact that Mack has made a good start... this Andy Clyde special three-reeler has been scientifically built along the lines of feature technique... no padding a comedy with a real "theme" and gawd knows the Public needs laughs now more than ever... why should the film biz leave it to the Hoover Administration to supply the Nation's Humor in large doses? so Mister Sennett steps up with this half-hour of merriment... and the least you Double Feature Exhibs can do is give it a whirl on your screen... thus kicking the two-feature fizzle with a strong Laugh Anti-dote... keep your audience in mirth for 30 minutes... and relieving yourself of the Headache which has become a Habit... and if the Public likes the Idea... Mack is ready to turn out a series of three-reel special Comics... how can you lose?

**IN HIS** comments on the Double Feature Foozle Chet Bahn, writing in the Syracuse "Herald," says "Exhibitors generally have given too much for the money for years... when business has slumped... the favorite solution has been 'more show'... the fan action has been a curious one... is he appreciative?... hardly... he feels he has been gypped in the Past."... sounds logical, doesn't it? and here is another logical answer to the problem offered by Mack Sennett... two hours of Diversified Entertainment to replace two hours of time-killing celluloid.



**EDUCATIONAL FILM EXCHANGES, Inc.**  
E. W. HAMMONS, President



Mar25'32 b.c.

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THE NEW YORK STATE

# EXHIBITOR

COVERING THREE FILM ZONES

AN EMANUEL-GOODWIN PUBLICATION

CIRCULATING  
IN NEW YORK  
STATE AND NORTH-  
ERN NEW JERSEY

Vol. 4—No. 15

NEW YORK, APRIL 10, 1932

PRICE, 15 CENTS

*Here's a picture with a SOCK . . . that'll put money in your SOCK !*

## "THEY NEVER COME BACK"

With a walloping cast:

**REGIS TOOMEY**  
**DOROTHY SEBASTIAN**

GERTRUDE ASTOR    EARLE FOX  
GRETA GRANSTEDT    JIM JEFFRIES  
EDWARD WOODS    JACK RICHARDSON

Directed by  
**FRED NEUMEYER**  
former director for Harold Lloyd



*—from  
THE  
WORLD'S  
LEADING  
INDEPENDENT*



*You couldn't save  
your dates for a  
better guy!*

**MAY is  
HARRY THOMAS MONTH**

**FIRST DIVISION EXCHANGES, Inc.**

HARRY H. THOMAS, President

Executive Offices: 1600 Broadway, New York City

Buffalo    Albany    Philadelphia    Washington    New York



# NOW PLAYING . . . Second Big Week Fifth Avenue Playhouse, N.Y.



The poster features a central image of a snowy mountain peak with the text "CRASHING LIKE HELL'S FURIES!" and the word "AVALANCHE" in large, red, 3D block letters. Below this, it says "directed by DR. ARNOLD FANCK, Producer of THE WHITE HELL OF PITZ PALU, distributors FIRST ANGLO CORP. AN AAFA FILM". At the bottom, it reads "a 'FIRST DIVISION' RELEASE". Surrounding the central image are four smaller black and white photographs: a man at a desk, a man in a suit, a woman's face, and a man's face.

## . . . with the Best Reviews of the Month!!!

NEW YORK TIMES . . . A picture of the colossal type.

N. Y. DAILY NEWS . . . ★★ Sensational, breathtaking, "Avalanche" thrills.

N. Y. EVENING POST . . . Utilizing the splendor and awe of the elements for his dramatic effects, a romantic plot is woven against a magnificent pictorial setting of Alpine cliffs and billowy snowdrifts.

N. Y. HERALD-TRIBUNE . . . An exciting camera study of life atop the Alps.

N. Y. SUN . . . Seldom does one have the privilege of seeing a picture as distinguished as "Avalanche."

N. Y. WORLD TELEGRAM . . . A delightful film detour . . . Impressive . . . Thrilling.



You couldn't save your dates for a better guy!

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*The World's Leading Independent!*

**FIRST DIVISION EXCHANGES, INC.**

HARRY H. THOMAS, Pres.

Executive Offices: 1600 BROADWAY, NEW YORK

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April 10, 1932

## The Question of Cash

**T**WO of the more obvious conclusions drawn from the Washington convention of the Motion Picture Theatre Owners of America were that the independent members of the organization are tolerating the chains in the body because of the dues which the circuit theatres pay annually, and also that they believe round-table conferences are more constructive. Referring to the first, if the unit could get along without affiliated cash, then, to be sure, the circuit theatres would either be a very minor part of the M. P. T. O. A. or altogether out.

The Cleveland organization, one of the more militant units, suggested one organization for independents, another for affiliated, working together on problems of the industry, but separate in function.

Question of dues effectively killed any chance of that suggestion being worked out.

It hardly seems possible—this picture of independent theatremen failing to support their organization with money which must keep any efficient body alive. Yet, these same non-payers are the first to cry aloud if the organization fails to give 24-hour service on every grievance that would be brought before the body.

Sincerity of the leaders of the M. P. T. O. A. is unquestioned. They have laid their cards on the table and have frankly indicated that the financial support of the circuits is something to be considered as very important.

The Washington convention found no charges of steam-roller methods. There were, in fact, no such processes employed. If the members of the organization were not satisfied with the conduct of the officers, they had plenty of opportunity to call for a new deal. But any protests in Washington were not directed toward the leaders. They were placed squarely on the shoulders of the distributors or the affiliated houses.

It presented a picture, too, with one part of the organization trying to complain about methods of the other division of the same body.

Attention has been directed toward the Allied policy of looking for convenient outlets and methods whereby the organization and its leaders may get financial return. Some will argue that there is little difference between this system and the one employed by the M. P. T. O. A. whereby the affiliated bodies support the group. One could hardly call the Allied chieftains racket-chiefs because of their desire to secure revenue. It is difficult to see where the M. P. T. O. A. method is any much more to be applauded merely because the M. P. T. O. A.

leaders frankly admit that the affiliated financial payments are precious.

Any fault to be found with such a process must be placed squarely on the shoulders of every member of the exhibiting fraternity who does not give financial support to the body.

Criticism from the outside never helps. Adopting a "let-George-do-it" policy never has succeeded in this business. Exhibitor problems are vital, similar, the same, generally, throughout the country.

Every exhibitor who does not support the organization financially and work for it should hide his face in shame.

No exhibitor is entitled to receive any more from an organization than what he puts in.

Differences of opinion on block booking, zoning and other problems must be worked out at round-table conferences. Passing of resolutions merely blows off steam.

Unless the exhibitor impresses the producers as being strong, it is certain that the organization and its members will have its hands full trying to change the ideas of the distributors.

Already there are indications that producers will seek more money for less pictures from less accounts on the basis that the exhibitor will do more business. In theory, there may be some sense, but the idea never has worked out in practice.

If the exhibitors of this country were organized, then, certainly, the distributors would never attempt to institute such a policy.

A strong organization is always in a position to make deals. Through threats of censorship, chain sales tax, publicity, public co-operation, etc., the distributor might be given plenty to worry about. The independent has more weapons with which to work than the distributor or affiliated theatre.

Slackers in any organization are never needed. It would be better to throw some of the laggards out. A handful of influential, fighting exhibitors can accomplish more than a large assembly of handshakers.

Perhaps the day will be at hand when the M. P. T. O. A. will truly be organized 100 per cent without affiliated financial support. Until that time it will be useless to think that the distributors will give the body recognition to which it is entitled.

But the leaders of the M. P. T. O. A. cannot be held liable. The members of the body can hold themselves to blame.

## Less Pictures: More Days

**W**HAT about the exhibitor? Who considers him when producing companies announce that they intend to cut down their production schedules? Must the theatremen increase his playing time, knowing that this will result in losses, or must he decide to enter upon a shorter week? Or will the independent producers present the pictures that will help keep houses open and still allow for profit?

If any sage can answer these questions he will be doing a great favor for the exhibitor. No theatremen wants to close his house even one day a week. This would only result in increased unemployment or decreased earning power.





# Battle Against Fox Poster Ultimatum Destined to Become National in Scope

## T. O. C. C. Mass Meeting Sees Exhibitors Protesting Because of Exchange's Attitude — Speakers Declare Only Enemy Could Seek Increased Overhead Now

That the local fight, sponsored by the T. O. C. C., against the Fox poster ultimatum, is destined to become national in character, is indicated by moves following the mass meeting held April 1 at the Hotel Astor.

At the session at the Hotel Astor, New York City, Theatre Owners Chamber of Commerce denounced the policy of Fox Film Corporation in the poster controversy, calling such a policy discriminatory and detrimental to the interests of the independent exhibitors.

Though strong language was absent from the entire meeting, one could discern that the exhibitor sentiment was decidedly against the policy of Fox, which they described as unjust and unfair as coming at this time when the exhibitors must save every dollar they can in order for them to get by.

The general feeling was that any producer who at this time causes an increase in the exhibitor's cost of operation is an enemy to the entire industry, and that it behooves the exhibitors to think seriously about fighting such producer by a play-date strike.

During the meeting, the arbitrary attitude of the Fox organization was brought out when one of the exhibitors present called the attention of all that Fox charges for photographs \$1 a set when the other distributors charge only 75 cents.

Sam Behrend, owner of a poster exchange, told the exhibitors that Fox sent letters to the exhibitors asking them to sign a rider promising to return the posters within 10 days after playing the picture, and that it even stamps a clause on the invoices obligating the exhibitor to return the posters. This practice was declared in violation of the contract, to which neither party can add or subtract any provisions without the consent of the other party.

Policy of Fox was declared discriminatory in that the Fox theatres, before they were turned over to Skouras Brothers, circulated the posters in the same way as the independent exhibitors are circulating them.

Exhibitors were warned that if they should acquiesce in the Fox policy, they must be prepared to accept the same policy from the other distributors, who, it seems, are waiting to see what kind of success Fox will have.

Charles L. O'Reilly, president of T. O. C. C., after advising the exhibitors not to be frightened by the rubber-stamped clause on the invoices, expressing his belief that the contract itself may be illegal, asked for authority to employ counsel to fight the Fox Corporation in the courts in case this company enjoined the poster exchanges from handling its posters. He pointed out that the selling by the exhibitors of their posters was a privilege they enjoyed for years and it ill behooves Fox at this late date to deprive them of it.

## Film Board of Trade Moves to New Headquarters

The New York Film Board of Trade will soon be housed in its new home.

Paramount Building, 1501 Broadway, will be the future home of the exchange organization, beginning May 1.

At that time, the force headed by Louis Nizer will shift down the street from the Bond Building. The law practice of Philips and Nizer will also be located at the new address, on the 18th floor.

Expansion of the film body, caused by the summons system and additional duties, led to the change.

### Queens Village Changes

Community Theatre, Queens Village, is in new hands.

Messrs. Kutinsky and Schoen have taken the theatre from Ben Grobe, formerly Grobe and Knobel.

### 25 for Mr. and Mrs. Kronacher

Mr. and Mrs. Milton Kronacher will celebrate their 25th anniversary April 14.

They will observe the event in Atlantic City.

O'Reilly assured the exhibitors that the organization will do all there is in its power to protect their interests even if they have to go on a play-date strike. He advised every exhibitor to write a letter to the Fox Film Corporation protesting against its policy on posters, but to send the letter to him so that he may present all the letters in bulk to Sidney R. Kent. He reminded them how effective they had been during the New York State tax fight by working together and advised them to do likewise in this matter.

He informed the exhibitors also that the organization will send a representative to the meeting of the poster men, which will be held in Chicago, April 11-12.

### Union Shake-up Looms

When the I. A. T. S. E. and M. P. M. O. of the U. S. and Canada meets in Columbia, Ohio, June 6, it looks as if the Chicago faction will be in command of the new administration.

Pre-convention indications are that the Mid-West will come into power.

## Tax on Admissions Over 45c Looms in Washington

### House Approved Measure Exempts Many Theatres

With the Senate considering the new tax set-up, it appears that the motion picture industry has gained a few points in its fight against admission taxes, although an admission tax still remained in the substitute list submitted by the House Ways and Means Committee after the revolt of a few days previously.

Under the substitute plan, which leaders felt confident had a good chance of adoption, a tax of 1 cent for every 10 cents or fraction thereof on admissions over 45 cents would be collected. This would net the Federal Government some \$40,000,000.

The gain for the industry in the substitute plan was in that the new limit before a tax is charged is 45 cents, whereas under the original bill a tax was to be assessed on all admissions more than 25 cents. This would have brought a revenue of \$90,000,000 for the government, it was estimated.

First-run houses will be largely affected by the admission tax if the substitute plan is adopted and a majority of the smaller and second-run houses will escape the tax. Under the original plan, almost all the theatres in the country would have felt the pinch.

### Sisk Gets Going

Bob Sisk is now in full command of the advertising and publicity departments at RKO Radio.

With Barrett McCormick as chief aide, and Terry Turner in charge of the theatre publicity, Sisk is getting set for big campaigns on the forthcoming Radio specials.

## Other Companies Watching Fox Progress

If Fox is successful in the poster matter, it will merely be a question of time before all companies join the parade to stop the poster companies from using their material. Not one major distributor is making money in its accessory sales, and the red ink is used aplenty. While there have been tales around which might cast reflection on the methods of the poster companies in getting the paper, there is no proof given.

But you should hear some of the stories.



# Court of Appeals Holds Block Booking Legal; Reverses Commission's Ruling

## *Metro Protest Continues*

The Continuation Committee, meeting with Felix Feist, Metro sales manager, following the Metro protest, will continue to meet with him in the near future.

At the last session much progress was reported, but no official statement came from the committee.

## Decision Hailed by Distributors — Case Had Been Hanging Fire Since 1927 — Judges Unanimous in Okaying Attitude of Producers

Block booking is legalized in a decision handed down this week by Judges Manton, Hand and Chase of the United States Circuit Court of Appeals for the Second District of New York.

Through their decision, the order of the Federal Trade Commission is reversed.

In a 17-page decision, the judges declared that "the respondent (Paramount-Famous-Lasky Corporation) has lawfully exercised its rights to sell its product to the best advantage and in such quantities and to such persons as it chooses. It neither has a monopoly and, apparently, not the ability to acquire one.

"The means and methods employed in marketing its leases of films to prospective customers are matters within the business judgment of a private producer of films and carries with it the legal right to bargain and negotiate as the respondent did. The method of negotiations which has been condemned by the commission does not disclose a dangerous tendency unlawfully to hinder competition nor does it create a monopoly."

In a comprehensive and lucid decision upholding the legality of block booking, the United States Circuit Court of Appeals for the Second Circuit denied the order of the Federal Trade Commission against Famous Players-Lasky Corporation (Paramount), Adolph Zukor and Jesse L. Lasky, which order directed them to cease and desist from practices found by the commission to constitute unfair methods of competition in violation of Section 5 of the Federal Trade Commission Act. The decision, written by Circuit Judge Manton, who heard the case with Circuit Judges Augustus W. Hand and Chase, reverses the order of the Federal Trade Commission dating back to 1927.

## Kusell to be Feted at Hotel Astor Testimonial

### *Newly Appointed Paramount District Chief Honored*

Milt Kusell, recently elevated to the post of district manager for New York State for Paramount-Publix, will be tendered a luncheon at the Hotel Astor, April 19, at 1 P. M.

It is expected that several hundred exhibitors and film men will turn out for the testimonial.

Kusell was New York city Paramount branch manager for many years and moved up into Joe Unger's shoes when the latter became one of Paramount's eastern sales chiefs.

Leon Rosenblatt is chairman and Henry Randel treasurer of the committee. Others include Charlie O'Reilly, Leo Brecher, Rudy Sanders, Earle Sweigert, Louis Nizer, Moe Sanders, Sidney Samuelson, Arthur Greenblatt, Joe Seider, Louis Frisch, Charles Moses, Joe Schoen and Jack Springer.

The committee is already formulating definite plans, and it is expected that the luncheon will be one of the biggest in years.

### *Hearns Succeeds Roberts*

John Hearns has succeeded George A. Roberts as manager of the RKO Proctor Theatre, Yonkers. Hearns was formerly manager of the Proctor Theatre, Mount Vernon.

## *Utica Agreement Helps*

Gentlemen's agreement between the managers of the Utica downtown and neighboring theatres, whereby admission prices were put back to normal, has not decreased attendance.

Children and grown-ups have gone here and there, just as they did before the houses offered ridiculously low figures to lure them in. Most of the houses, however, especially those in the outskirts, have added to their programs.

## *To Be Honored*



Milt Kusell

## Robinson Becomes New Paramount Buffalo Chief

### *Clayton Eastman Rises to Albany Leadership*

Kenneth G. Robinson, Paramount Albany manager for four years, has been transferred to Buffalo, succeeding Mervin Kempner, resigned.

#### *Eastman in Albany*

Clayton Eastman, Paramount salesman, moves up to Robinson's job.

Returning from a trip to the home office in New York, "Robbie," as he is known along Albany Film Row, was given a great send-off by his office force.

He is one of the best-liked managers along Film Row.

### *Gabrilove—Shapiro*

Harold Gabrilove, one of the youngest managers in the Publix organization, who was given charge of the Broadway, Newburgh, some months ago, is receiving congratulations on his engagement to Blanche Shapiro, a Newburgh girl.

### *Bluebird, Brooklyn, Shifts*

Bluebird Theatre, Brooklyn, is being handled by the same corporation, but control has shifted.

Bader, Gottlieb and Dollinger replace Harold Eldredge as the operator.

## *Fellerman Honored by Friends at Luncheon*

About 150 film men turned out to honor Max Fellerman, recently elevated into RKO Theatres booking department, at a luncheon held recently. Louis Nizer was toastmaster, and speeches were made by Dr. Greenberger, Arthur Greenblatt, Joe Lee, Bob Wolff, William Hollander, Leon Rosenblatt, Rudy Sanders and others. Fellerman was with Pathe as Brooklyn salesman for 17 years. He was presented with an onyx desk set inscribed by his friends.



## Albany District Exhibs Prepare for Ryan Drive

### Annual Fox Big Push Sees Theatermen Lining Up in Support

The William T. Ryan billing drive, dedicated to "Tony" Ryan, Fox exchange manager in Albany, is getting up steam in preparation for the opening of the drive May 29, when the Ryan forces and Albany district exhibitors will unite to put the William T. Ryan drive way over the top.

Last September, Ryan won a silver cup in a billing drive, and he and his force are all pepped up to beat the old record. Especially since Mrs. Ryan presented the manager with a ten-pound boy on February 18, and the short subjects billed during this drive will be dedicated to Thomas J. Ryan, aged three months; the feature length pictures going to the credit of the infant's dad.

Incidentally, Ryan asked five men in his district which trade paper they would favor in exploiting the drive and all five said THE NEW YORK STATE EXHIBITOR.

Fox exchange is in the midst of elaborate alterations and the office force is working under upset conditions. But these will result in the finest exchange along Film Row, Ryan says. A new screening room is being constructed, with brand new sound equipment; a larger screen and greater seating capacity than the old one. During the alterations, pictures are being screened for the trade at Harmanus Bleecker Hall and the Leland Theatres, owned by C. H. Buckley.

### Hoffman in Utica

K. I. Hoffman, Newark, N. J., is the new house manager at the Avon, Utica. His appointment was announced soon after Bert Leighton, new manager for Warner, came there after the agreement with Skouras.

Hoffman was former publicity man for the Stanley Theatre at Newark. Louis Lazar, director for Warner Brothers' New York State Theatres has been a frequent visitor to Utica since the transfer.

### Garvey Remembers

Twenty years ago Len Garvey, RKO salesman, Albany, was a vaude orchestra leader and knew an actor named Jim Harkins. Recently, in tuning in on a radio broadcast of the dance marathon at Mid-City Park, Albany, Garvey heard a voice announcing the marathon that sounded familiar. He telephoned Mid-City Park and found it was the actor he had not seen in twenty years.

### W. B. Whitnall Passes

Associated with the Syracuse Rialto for years as advertising and publicity director and house manager, Willis B. Whitnall died March 29 from a heart attack. Whitnall, 59, was originally associated with the Eckel as press representative and later served for eight years as manager of the Empire.

### Position Wanted

Assistant manager, 27, with many years of experience, highest references, desires position. Very moderate salary.

Address: Gonfred Zeidler, Narberth Theatre, Narberth, Pa.

## Rental Dispute Affects Loew's Rochester Theatre

### Chain Can't Stand High Over- Head — Break Apparent

Loew's Rochester Theatre is all set to close on account of rental dispute.

Loew's, Inc., which has operated the house since July, 1929, asked a reduction from the present rental of \$13,750 a month, claiming it had taken a loss long enough and had found it impossible to make any profit under present condition. House seats 4,000.

Greater Rochester Properties, Inc., of Buffalo, replied Loew's could pay or get out. The owners of the building also started suit for rental from March 1, which had not been paid, and served a dispossess notice.

Loew's promptly posted two weeks' notice to employees. While there was a possibility of a last-minute compromise, it was believed that the Buffalo company would allow Loew's to pull out and then install a policy of films and vaudeville similar to that in the Lafayette, Buffalo.

## First Division Has Big List of Hits for Campaign

### Strong Numbers Included in Thomas Month

First Division, boosting Harry Thomas month, May, offers a superb list of features to be dated in.

"Avalanche," thrilling spectacle, currently in its second week; "Wild Women of Borneo," booked by leading circuits; "Hound of the Baskervilles," third of the Sherlock Holmes series and dated in by chains everywhere; "They Never Come Back," Supreme feature, with an all-star cast; "Cross-Examination," fresh from a Broadway run, with H. B. Warner heading the cast; "County Fair," featuring Hobart Bosworth, a Monogram production; "The Missing Rembrandt," fourth of the Sherlock Holmes series, and first run at Warners Strand; "Police Court," with Henry B. Walthall and Leon Janney; "The Midnight Patrol," with an all-star cast, including Regis Toomey, Earle Foxe, Edwina Booth and others, and "The Boat From Shanghai," a topical sensation, are the latest features available at the exchange.

May has been billed as Harry Thomas month, and the latest list of features backs up the exchange's plea for more dates.

### Heard In

## SYRACUSE

15 Co-Ed Models and Show  
Entertains and Kiddie Revue

By I. S.

FIFTEEN SYRACUSE UNIVERSITY CO-EDS will function as models for a spring style show, going in to the Paramount for the week of April 15. . . . Paramount will also play a second week of "flesh," April 29, when the Four Mills Brothers are set. . . . Leo F. Rosen, Warner's Strand, staged a kiddie revue to mark the Easter season. . . . Harry F. Shaw, Loew's State, entertained his mother, Mrs. Ida Shaw; his sister, Mrs. Harry Rose, and his nephew, Sheldon Rose, all of Wilmington, Del., over the Easter vacation. . . . Mrs. Rose is the wife of Warner's manager at Wilmington. . . . Police are endeavoring to determine origin of gas which caused fire, destroying the Smalley Theatre, Norwich, and the adjoining Distefano block, with \$150,000 loss.

STRICKEN ILL upon her arrival in Syracuse with her husband, Morton Downey, of the Camel Quarter Hour combination, Barbara Bennett Downey was ordered to bed. . . . Film houses face some summer competition with announcement that the Syracuse University summer school players will open their third season in mid-July and continue through August. . . . Turning his years of trouping with a vaudeville outfit to account, Chelsea Furner has opened Syracuse's first musical barber shop.

### Heard In

## ELMIRA

Glen Theatre Burns and a  
New Mind Reader

By Jay

RORICK'S GLEN THEATRE, considered one of the most famous summer playhouses in America, burned to the ground here, March 22. . . . Loss approximates \$100,000. . . . Harry Watts, Warner Brothers representative, sponsored the annual egg hunt of Elmira children, April 2. . . . Hundreds of prizes were awarded, and more than 2,000 children participated.

A LOCAL MOTION PICTURE COUNCIL has been organized to recommend publicity pictures that meet its approval. . . . Harry Watts attended a conference of Warner Brothers' executives in Albany, March 28 and 29. . . . The St. Louis Cardinals-owned Elmira Colonels of the New York and Pennsylvania Baseball League will not play night game this season, much to the relief of theatre managers. . . . Strand added a mind reader to its picture bill, with satisfactory results. . . . Keeney entertained 200 at a special showing of "Broken Lullaby."

### Latta Paroled

Garland B. Latta, Syracuse stock promoter and theatre magnate, was quietly paroled from Auburn Prison and is in seclusion in Syracuse, with future plans unannounced. Latta was convicted on a charge of grand larceny in June, 1930, and sentenced to two years in Auburn.



*At the Philadelphia Dinner to Jules Levy*



Front row, left: Edgar Moss, Fred Meyers, George Naudascher, Moe Striemer, Jay Emanuel. Centre: Ray Johnston, Al Friedlander, Harry Thomas, Otto Lederer, M. Rosenblu, A. H. Schwartz, Morris Epstein, M. H. Hoffman, Al Blofson. Right: George Walsh, Lewen Pizor, Red Kann, Joseph Varbalow.

Second row, left: Fred Meyers, Johnny O'Connor, Max Fellerman. Centre: Phil Hodes, Charles Cabalero, Sam Rinzler, Louis Frisch, Bob Wolf, Jack Berinson, A. H. Hovell, Jake Fox, Ed Schnitzer, and an unidentified gentleman. Right: Tom Murray, A. J. Burns, Arthur Abeles, Ed Hyman, Charles Moses.

Third row, left: E. M. Glucksman, Leo Devaney, Cres Smith, Fred McConnell. Centre: Bob Wolf, Joe Vergesslich, Jules Levy, Jack Ellis, Lou Nizer, Ed Schnitzer, Moe Striemer, Morris Epstein. Right: Meyer Davis, Lou Nizer, Mike O'Toole, Ed. McEvoy.

Fourth row, left: Frank Drum, Jack Ellis, Abe Blumstein, Dave Idzal. Centre: John Schaeffer, Michael G. Poller, Sam Stiefel, Harry Tyson, Jules Levy, Fred Meyers, Sam Rosen, Allan Benn, Sam Lefko, Si Perelsweig. Right: Ned Depinet, M. E. Comerford, Jules Levy, S. D. Schwartz.



## Heard In

## CROSSTOWN

Randel Awaits Call to the Pacific Coast

HENRY RANDEL is getting ready to go to the May Paramount coast convention. . . . He will get his prize money there. . . . RKO changes saw L. I. Kutinsky and Phil Hodes returning to the exchange. . . . Kutinsky will sell in Jersey, while Hodes becomes New York and New Jersey sales manager under Bob Wolff, the exchange chief. . . . E. I. McEvoy is eastern division manager, while Al Mertz is short subjects manager. . . . It is expected that the T O C C will see Sidney Kent on the Fox poster matter. . . . Fanchon and Marco are taking over the Warner booking bureau. . . . Universal Club held a spring entertainment last week-end. . . . Don't forget that THE NATIONAL EXHIBITOR golf tournament at Baltimore, Md., will have a neat list of prizes to shoot for. . . . A lot of local golfers are scheduled to attend.

NEW IDEAL, BROOKLYN, is now being handled by Anthony Frassini. . . . Latter used to handle some Italian silents. . . . Formerly a distributor. . . . President, now the Hindenberg, is showing Germans and vaudeville. . . . Sussex, Sussex, N. J., is being handled by the Essaness Realty Company, Inc. . . . I. Sarris is the operator. . . . Ramsey Theatre Company, Inc., is operating the Ramsey Theatre, Ramsey, N. J. . . . Prisco Luongo is operating the Glory Theatre, Brooklyn. . . . Louis Rubin is president of the Philbin Amusement Company, handling the Bobby. . . . Estates Operating Company, Inc., is the corporate title of the company (Pear Brothers) handling the trio in Brooklyn. . . . Unger and Van Epps are new operators of the Fort Lee, Fort Lee, N. J.

RKO PUBLICITY OFFICES are now on the 8th floor. . . . A prominent independent exchange is considering expansion. . . . Sensational opening of "Symphony of Six Million" should prove a bombastic beginning. . . . And lots of work for the sign changers. . . . Alexander Herman Sherman, the AMPAite and "Morning Telegrapher," is beginning to look like himself, again. . . . His AMPA work keeps him busy. . . . A. P. Waxman went out to the coast to meet Floyd Gibbons. . . . That Milt Kusell dinner is shaping up as something really big.

SOME MORE LOCALS have cut their rates. . . . Olean operators and Albany stage hands have clipped the scales 10 per cent. . . . Monty MacLevy may now be found at the Savoy Theatre, Brooklyn. . . . Ben Freedman is now handling the Lefferts, Richmond Hill, L. I. . . . MacLevy is the Randforce press and advertising chief besides handling the Savoy. . . . Mel Hirsch passed around plenty cigars when Lois Mayfair Hirsch arrived not so many days ago. . . . The Mayfair represents the pictures Syndicate distributes. . . . Good thing they changed the name from Action.

SOMEONE WRITES IN to say that there is a corner property at 205th Street and Bainbridge Avenue, Bronx, that is suitable motion picture theatre development. . . . It is near the Perry Avenue station of the New 8th Avenue subway. . . . Get in touch with C. H. Heuer, Yonkers. . . . The Warner Club has been reorganized and reincorporated on a bigger scale. . . . Dues are

## In Syracuse



Perry Spencer

Who began his theatrical career as call boy for the late James K. Hackett at the Wigwam Theatre, San Francisco, sixteen years ago, is the new managing director of Warners' Strand. Spencer succeeds Leo Rosen, who is transferred to the post of city manager for Warners at Jamestown.

New Strand pilot claims Atlanta, Ga., as his home, although his years in show business have taken him afar. He has operated stock companies in Seattle, Denver and San Francisco, and has managed legitimate theatres in Regina, Moose Jaw and other Canadian cities.

For Fox he opened the Academy of Music in New York. Later, also for Fox, he was in charge of publicity in the South; more recently he supervised publicity for twenty-six Fox houses in the metropolitan district. Spencer, in addition, has managed a theatre in Erie, Pa.; has been at the Eastman, Rochester, for Public; has functioned as supervisor for Public's Canadian houses, and has been associated with Edward M. Hart, Utica.

\$3 a year. . . . Plenty of picnics, dances, etc., are planned. . . . And the "Warner Club News" comes out as a result. . . . C. A. Nichols is president, Ralph Budd, A. W. Schwalberg, Miss Ruth Weisberg are vice-presidents; E. K. Hessberg, secretary, and T. J. Martin, treasurer.

ROSS FEDERAL ACCOUNTING SERVICE is moving to New York. . . . Effective May 1. . . . And a lot of managers are squawking over the service the checkers are giving. . . . Principally the local checkers out in the sticks. . . . Harry Fuchs is now managing the Port Chester Capitol. . . . Charlie Strakosch is handling the Crotona. . . . George Hoover is district manager in Oswego. . . . Bill Michaelson is chief at the Savoy, Jamaica, while M. Corum is the chief at the Academy of Music. . . . Max Fellerman's friends observed his promotion by giving him an informal luncheon. . . . The new RKO western booker has a lot of friends.

THE 306-COCALIS-SPRINGER FEUD still continues. . . . Miss Markowitz, secretary to Felix Feist, was married September 15 to Dr. Herbert Gutstein. . . . It remained

## Heard In

## UNION COUNTY

Athletes Night and Cocalis Fire

By Ed

GEORGE KELLY, Warner's Ritz and Union County district manager, made another strong bid when he instituted "Athletes Night." . . . He called upon all of the big names in the sporting circles around the city and had the biggest shot perform as master of ceremonies. . . . Two best pugs put up a three-round exhibition. . . . Kelly is luring the customers with his improved bills. . . . Bill Lang, Jr.'s orchestra in the pit at the Ritz still listens as if the drummer owns all the other instruments. . . . Another of Kelly's exploits that also attracted public interest was his leap year wedding on the stage of the Regent.

COCALIS' STRAND THEATRE, downtown second-run nabe, was seriously damaged by fire recently. . . . Attendants threw on the overhead circulating fan which short-circuited and started a roof blaze. . . . It was not noticed until it had gained considerable headway and Manager Jack Kenny sent in an alarm. . . . The entire inside and all the seats were ruined by water and falling debris. . . . Fire Commissioner Grenville F. Harris decreed the house as positively fireproof and one of the safest in the city. . . . House will be reopened in about three months. . . . Former manager Jack Kenny was shifted to Cocalis' Symphony, New York City. . . . Cocalis' State, Royal and Gaiety giving away baskets of groceries. . . . Gilda Gray, famous Hula Hula prancer, caused much interest at Skouras Fox Liberty recently.

BLUE LAW FURORE between Plainfield, N. J., theatres and the city fathers, which seemed dormant for a month, has again flared up. . . . Ted Kislingbury, manager of the Paramount, is again in the spotlight, and also in the center of legal entanglements. . . . Kislingbury's aides are trying to point out to the citizens that this law does not strike at moving pictures; to make a long story short, the police are on the same side of the fence that the objectionists are on, making it very difficult for the exhibs. . . . The last excursion to the Paramount by the police netted them Manager Kislingbury, who was taken to headquarters and fined \$25. . . . Kislingbury offered the logical statement that this act was illegal, as he was not occupied by any manual labor (he was in the office, as managers sometimes are), but he was presented with a summons for the May Grand Jury. . . . Meanwhile, exhibs intend to present the performances as usual.

JAMES THOMPSON, manager, Cocalis' Park, Roselle Park, held a unique, though timely, performance when he hooked up with the Roselle Park police department in presenting a "food-for-admittance-show." . . . Elizabeth Chamber of Commerce held its annual home show and slowed things up for the exhibs. . . . Summer-like weather is tempting the young swains to throw a gallon in the lizzie and hit for the shore for an economical evening. . . . This, too, brings on exhibitor's glabiation.

a secret up to now. . . . The uniform picture frame size film will be around soon. . . . It does away with a variety of apertures.



**"Avalanche" Over**

"Avalanche," from First Division, drew daily raves at its Fifth Avenue Playhouse showing. The production was called one of the scenic treats of the year, and its casting and novelty also came in for praise.

It's a different sort of yarn that any house can play.

**Heard In**

**HUDSON COUNTY**  
Van Gelder in Charge and  
Jack Keale Back

*By Ike*

LEON VAN GELDER, resident conductor of the Stanley orchestra during the four years since the theatre was opened, took charge April 1. . . . Larry Conley travels to New Haven each week to catch the new Fanchon and Marco stage shows. . . . Don Albert goes to Loew's New York office daily. . . . Big Jim Lundy is the new Loew's publicity man for Hudson. . . . George Freeman is a cat fancier. . . . Projectionist William Myers, a notary public, helped the boys with their income tax returns. . . . Maurice Stahl is thinking of buying a new car. . . . Dan Weinberg is supervisor of the Bergen County Skouras theatres. . . . Jack Keale back on the job. . . . Carl Meeker's wife, at Saranac, is better. . . . Jimmie Bell visits Brooklyn frequently. . . . Why, James?

OLIVE BLUTE has replaced Jean Sneyers in the Stanley cashier booth. . . . Bob Deitch, another theatre man, laid low with a cold. . . . Tom Moran loves (is the word) peach shortcake. . . . Thanks, Art Mackie and Burt Hoffman. . . . Maurice Stahl planed from St. Louis to Newark. . . . Maurice Hatoff held a party for his friends. . . . Skouras Cameo, Greenville, which has tried about everything, now tenanted by a stock company.

BURT HOFFMAN, who succeeded Charlie Carroll in the Stanley publicity post last summer, has been assigned to manage a theatre for Warner Brothers in Utica. . . . Allan Glenn is handling the Stanley exploitation office. . . . Among recent grippe sufferers on the Stanley staff were house manager Mickey Kippel, chief of service Frank Wohmus, assistant chief of service Hinman and cashier Josephine Monte Carlo. . . . Buddy Saymon, State, and Mrs. Kathleen Abbott, of Loew's, were also knocked by the recent cold spell. . . . And as for yours truly, he fought it, but kept on his feet, for six weeks. . . . Jim Lundy, new Loew's p. a. in Jersey City, divides his time between New York, Jersey City and Newark. . . . Jim, a big and goodlooking Southerner with a soft drawl, has taken an apartment in Jersey City. . . . Perry Charles dropped into the "Journal" city room the other day.

MAURICE HATOFF spent a few days at Asbury. . . . Sol Schwartz has special features almost every night at the Majestic, along with a double film bill. . . . Ben Levy, a recent visitor at Loew's. . . . Robert Kilgore assistant manager of Loew's Embassy, North Bergen. . . . Mildred Faller and Betty MacGuffog are the cashiers at the State. . . . Maurice Stahl has purchased a new automobile. . . . Fay Krull has joined the Jersey City Skouras office force.

**Heard In**

**PATERSON**  
Butler Defeats Sunday  
Shows and Many Benefits

*By Jim*

SECOND ATTEMPT to permit Sunday motion picture shows in Butler, N. J., has been defeated by the Butler Common Council by a vote of four to two. . . . Voters' referendum was held on the same proposition about four years ago and went down to defeat. . . . Local theatre has been closed for some time and the Consolidated Amusements Corporation wanted to pay the costs of a special election if the borough Council would call it. . . . Company also agreed to abide by the decision of the voters and to open the theatre during the week if Sunday movies were permitted. . . . The counsel for the company declared he had the backing of the Butler-Bloomingdale Chamber of Commerce, which sought the opening of the movies because it would attract people to the town and stimulate business. . . . The American Legion asked the Council to grant the special election, while the ministers opposed it.

SIMON H. FABIAN, Paterson, has been elected vice-president and general manager of the Fox Metropolitan Theatres, Inc. . . . His present connection is strictly as an adviser to Fox, Skouras and Randforce.

CHOCOLATE BUNNIES and Easter eggs were given to all children attending Playhouse, Ridgewood, Frank Costa, man-

ager, Saturday before Easter. In addition, there were numerous door prizes. . . . Playhouse was crowded, standing room being at a premium week of March 20. . . . Occasion being the presentation of the local photoplay, "The Romance of Ridgewood." . . . Henry E. Hird, Ridgewood, chairman of the Committee of the State Y. M. C. A., gave an interesting motion picture lecture as part of the Friday chapel exercises in the Benjamin Franklin Junior High School. . . . Motion pictures and a presentation of the work of the leper colony, Cullion, Philippine Islands, was held in the auditorium of the local school, Allendale, under auspices of the Leonard Wood Memorial, April 5.

FABIAN THEATRE has been co-operating with the Business and Professional Women's Club. . . . Part of the proceeds of Sinclair Lewis' "Arrowsmith" run were presented to that organization for scholarships in the Paterson high schools.

"THE SIGNING OF THE DECLARATION OF INDEPENDENCE," a motion picture, was shown to the pupils of Washington school and Franklin school in Saddle River township. . . . A new picture screen and shades for the windows were presented by the Saddle River Parent-Teachers' Association to the Franklin school. . . . In Maywood the rehabilitation program carried on nationally by the American Legion, was graphically demonstrated in the moving picture, "Opportunities." Jacob Fabian, head of the Warner-Fabian interests here, has presented the colors to Reuben Kaufman Post, No. 36, Jewish War Veterans. . . . He is doing this in honor of his son, Abraham, who was a member of the army during the war.



**IN  
NEW YORK**

Right in the  
heart of the

**MOTION PICTURE  
INDUSTRY**

**HOTEL  
PLYMOUTH**

49th ST., Just off BROADWAY

400 LARGE OUTSIDE ROOMS

all with

BATH, SHOWER

CIRCULATING ICE WATER - RADIO

FROM **\$2.50** DAILY

Rates { Single . . . . . \$2.50, \$3.00, \$3.50  
Double, \$4.00, \$4.50 Twin Beds, \$5.00

**S. J. MITCHELL, Manager**



### \$300 Lousy Charge

Union musicians make it tough even for their own members who win dislike. Ken Whitmer, conductor of Loew's Rochester orchestra, has been fined \$300 for calling the orchestra lousy. He was brought in from outside by Manager Dave Nolan in an effort to get some music. This action, however, peeved the musicians and they proceeded to take it out on Whitmer. Unable to get him fired, they took the cash nick.

## Quality Makes Ace Deal for Premium Distribution

### Philly Concern Hints Plans to Expand Nationally

Largest single contract for premiums ever signed by any distributing company has been entered into by the Quality Premium Distributors, Inc., with the Edwin M. Knowles China Co., whereby the former contracts to take 5,000,000 pieces of the new Roselace pattern of dinner service.

Interest being displayed by exhibitors in Roselace is exceeding even that shown in Alice Annglow china.

Negotiations have virtually been completed whereby Roselace will be distributed in New York, New England and Michigan by one of the largest premium distributors in that territory. This district, in addition to Quality's offices in Philadelphia, Baltimore and Pittsburgh, will place Roselace within the reach of 45 per cent of the exhibitors in the United States. In addition, it is Quality's intention to shortly open offices in Cleveland and Chicago.

In the short space of one year, Quality Premium Distributors, Inc., has become recognized as the foremost distributor of quality premiums in the country. Smart showmen know that the novelty of "just any premium" has worn off and that the women today are shopping for the best premiums, just as they shop for the best values in pictures. The fine quality of the Edwin M. Knowles brand of china, which is obtainable only in the best shops, has proved popular with lady patrons of theatres. The popularity of these two brands is proved by the large number of exhibitors who are now fortifying themselves against the inevitable summer depression by signing up for one or both of these ace premium deals.

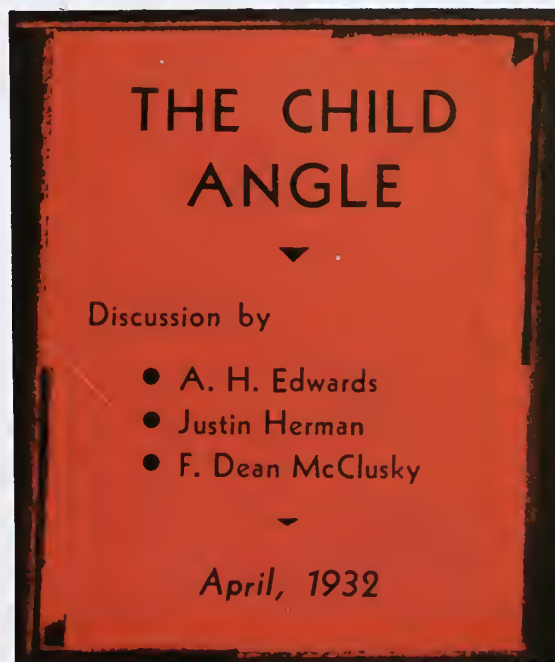
### Eastman Theatre Unaffected

Death of George Eastman is not expected to affect the production of motion picture film or the conduct of the Eastman Theatre, Rochester, under its new policy. Several years ago he practically retired from the Eastman Kodak Company, which makes 90 per cent of raw film in this country, and direction of the Eastman Theatre had been placed in the hands of the University of Rochester.



And this is the type of exchange that First Division plans to have in all of its centres in the territory. This is the Philadelphia home of First Division, recently opened, and the first modernistic exchange in the country. The Albany exchange of First Division has been recently opened, and it is expected that the Buffalo branch will look like this after remodeling.





A MONTHLY FEATURE  
OF  
EMANUEL - GOODWIN PUBLICATIONS

## Motion Pictures for Children

TEN YEARS PROGRESS in the development of educational motion pictures was surveyed, and recommendations for the future, addressed both to educators and picture producers, are set forth in a report made public in Washington after ten months' study by F. Dean McClusky, Ph.D., president of the National Academy of Visual Instruction.

The report is the result of a request by Will H. Hays, president of the Motion Picture Producers and Distributors of America, for a scientific summing up of progress and needs in the light of what has happened since Hays, as one of his first acts as head of the organized motion picture industry, pledged, to the National Education Association in 1922 the interest, resources and facilities of the producers to serve education along such lines as might be desired and approved by pedagogical authorities.

REPORT, ENTITLED "VISUAL INSTRUCTION, ITS VALUE AND ITS NEEDS," comprises 120 pages of analysis and condensation of findings by scores of educational authorities. Also included are corollary surveys of the effectiveness of transmitting ideas and instruction through pictures, as evidenced by modern advertising practice, rotogravure sections of the

newspapers and increasing illustration of text-books.

"Motion makes it possible to relate one idea to another," Dr. McClusky finds. "In our normal thinking process, one never has an isolated idea, the counterpart of the still picture. The 'stream of thought' is continually on the move. It may be that the motion picture secures its educative power from the fact that it is a counterpart of thought."

THIRTY-FOUR PUBLISHED RESEARCH REPORTS and Dr. McClusky's independent investigations agree as to the "superior learning of children taught with well-constructed pictures as an adjunct to oral and written instructions" and there is further unanimity of opinion that "the greater acquisition of facts is no more

**F. Dean McClusky, Ph.D., president of the National Academy of Visual Instruction, presented a paper of ten years' progress in the development of educational motion pictures at Washington, recently. YOUR THEATRE gives an analysis of his talk.**

## A Brief Report on the Value of Visual Instruction and its Needs

important as an educational factor than the stimulus to the interest and initiative of the children."

AFTER HAVING REVIEWED the various surveys and studies initiated at various times by Hays and others, Dr. McClusky reported as follows the present status of pedagogical film production among the major companies engaged in the field:

Eastman Teaching Films, Inc.: Program of 325 pictures, 200 of which have been produced and are in use; 75 in production and 50 more planned for the near future.

RCA Photophone, Inc.: Concentrating on experimentation in the realm of higher education, such as "Action of Forces in Space," "Constitution and Transformation of the Elements," "Arrangement of Atoms and Molecules in Crystals" and "Oil Film on Water."

Fox Film Corporation: Has produced 52 pedagogical pictures; 15 additional are virtually complete; 200 more are programmed, of which scenarios or continuities for 67 have been prepared.

Electrical Research Products, Inc.: Sixty already produced; a total of 360 planned, 20 of which are currently entering production.

(Continued on page "F")



# What's Wrong With This Business?

By A. H. Edwards  
Orpheum Theatre  
Orwigsburg, Penna.

THE GREATEST UNIVERSITY in the world today is the University of Experience! The knowledge gained from this institution depends upon the knocks, the set-backs, the heart-rending disappointments, the failures that block our different paths. If we overcome these opposing forces, climb over the obstacles, push aside fear, and come through not broken, even though badly bent, we are eligible for our diploma from this great university.

THE PAST FEW YEARS have been the darkest in my 20 years as an exhibitor. Usually, after giving this much time faithfully, honestly to almost anything in life, there should be some remuneration, some tangible asset as a reward for work well done, faithfully carried on. All of us who are on our last legs can aptly apply the words of a brainy man, "To those who think, this life is a comedy; to those who feel, it is a tragedy."

BACK IN THE DAYS when prohibition was but a baby, Paramount offered a prize of \$25 for the best article on "Showmanship." Text of the article was the best idea to get the bar-flies and chair-warmers into the theatres after the saloons were a thing of the past. I do not want to boast that yours truly won that prize, but I want to tell you that \$25 given by Paramount showed how the industry was in favor of prohibition and considered the saloons a formidable competitor, not only as far as the head of the family was concerned, but the whole family was kept from having enjoyment, entertainment; no picture show for the wife; no picture show for the children. Yet, there are scores of exhibitors who blow halitosis in your face while they shout for the return of the saloon; even displaying their ignorance by blaming prohibition for the depression over the whole world, as if the whole world were waiting for America to legalize rum! The saloon is gone, now keep it away even if it is for the selfish reason of benefiting the theatre.

WHAT'S WRONG WITH THIS BUSINESS? Lack of decent, wholesome, family pictures! True, we are in the midst of a terrible depression; but is that the sole cause of the mass movement, as it were, of staying away from the theatres? My answer is decidedly no! I don't need ask you whether you did business with "Check and Double Check," "Daddy Long Legs," "Delicious," "Reducing," "Tom Sawyer," etc. It is amusing to hear a so-called modern showman call productions like these

"small town pictures." Judging by the reports I read, this type of pictures increases business in all theatres everywhere.

THE PRODUCTIONS that have been wrecked on the rocks of failure have been the highly sophisticated selections by executives whose minds are subnormal as far as screen fare is concerned. The repetition of costly errors along this line disgust us with the corporations that give subnormal minds this most responsible position, let alone the payment of exorbitant salaries. Would Ford, Morgan, Sloan, Schwaab and all other big business men allow any one who was a hindrance to growth on the payroll?

WELL CAN WE REMEMBER the time when producers were sincere in their efforts to make good pictures. Take "Ben Hur" as an example. This picture, made years ago, and now brought back with sound, stands out as a shining tribute of high-grade productions that were responsible for drawing the best class of people to the moving picture theatres. Perhaps it does come under the head of costume pictures, but if it does the story entirely buries the costume angle and we view an awe-inspiring, wonderful epic, a masterpiece of which the screen can be truly proud. Did the churches condemn it? Did parents forbid their children to see it? Did pictures of this type and calibre give Will Hays the name of Smoke Screen?

ANOTHER ANGLE of what's wrong with this business is the producer's underestimating the intelligence of the people outside of Hollywood and New York. To these well-meaning moguls, the pulse of these two cities beats in accord with the balance of this great country. This is the most erroneous idea that was ever hatched within the cranium of man or beast!

**An Exhibitor Who Has Been in the Motion Picture Field Since its Inception... Who Knows the Mind of a Small Town as a Doctor Understands a Patient... Gives His Reasons Why The Box Office Is Now Taking It on The Chin.**

Egotism runs rampant in Hollywood, and the rest of the world is willing to sit back and have a good laugh at it, but they are not going to pay for this display of egotism and arrogance. The selection of story or book, the painful overacting, the disgustingly foolish situations brought to bear, the painful exaggeration—all this and more, make the picture unreal, untrue—an insult to intelligence.

THE LEWD, LICENTIOUS, RISQUE SCREEN ENTERTAINMENT that is forced down our throats day after day is the greatest enemy of this business. It is directly responsible for gradually driving the best people, the decent people from the moving picture theatre in city, town and hamlet. True, there are some who cannot get a surfeit of filth, but their number is not large enough to keep this great industry moving. We must have screen entertainment that welcomes the clean-minded, the respectable people, the best people! Get the best people in the community coming to your theatre AND THE REST WILL FOLLOW as surely as the night follows the day!

WELL DO I REMEMBER THE YEAR 1912 when I took over the theatre from Will Woodin. It was a dirty, smelly store-room place. Cost for a week's program of six changes was \$17.50. Receipts of five nights paid all expenses and the Saturday receipts were all velvet. Daily I censored the films, cutting out those scenes that might disgust the patrons to whom I catered, much to the dissatisfaction of the rabble; but, as I stated before, get the nice people to come and the others will follow. It worked out as I had hoped it would and within several years I was able to build a new theatre. I still continued the practice of being the censor for all film shown in my theatre and to show nothing but the best. Truly great productions were turned out and I paid \$200 for "Way Down East." Don't laugh. Mr. Salem E. Applegate, now of MGM, was the salesman for U. A., and I did not know that this business was already slipping into a racket. Believe it or not, I grossed something over \$100, but I was satisfied; the loss on the picture was more than made up by the prestige that the showing of the best pictures added to my theatre, and that is good business and money well spent.

PICTURES BEGAN TO GET WORSE and the business had developed into a full-fledged racket. I could not cut the objectionable part from the film because had I done this, there would have been none to show; so I put them on the way they came. I never had any respect for the censor board; I am not saying why, but they can't hang a man for what he thinks. Business began to fall off at an alarming rate; regular patrons lost interest because of the filth that was purposely injected into the



pictures, and the result was that my film rental had to come down to \$5 and \$7.50, which means no business.

#### THEN THE ADVENT OF SOUND!

Naturally, the small-town exhibitor could not get equipment—that is first-class equipment. I had to wait until March 1, 1930, before I could get my installation. By that time the novelty was passing; and instead of giving me a big show for the opening with sound, I was compelled to take the first show on the release chart; and in connection with this statement, let me say that the wound that RKO and Fox gave me will never heal. Perhaps that statement is a little out of order, but what I could not get in pictures, I did get in sound. The walls were padded, I had a gold fibre perforated screen, and, forgetting the picture, I came out with, "The Best Sound for Miles Around." I did not hurt myself by advertising anything that was not true. The sound was marvelous. Business took on a promising smile, and I hoped and prayed it would hold up; but within six months it began to sag: the same old cry—pictures are no good . . . they are lewd, risqué, not clean. How could I argue against the truth? I gave a meek answer that the Pennsylvania Censor Board had passed them, but that was like throwing a thimbleful of water into a tank of burning gasoline. Business continued to fall off until it is now below that done in the silent days.

**TRUE, WE ARE IN THE MIDST OF A TERRIBLE DEPRESSION,** but is that the real cause of the mass movement, as it were, of staying away from the theatres? Certainly not; and the proof is that when pictures of the type already mentioned in this article are shown, we do business!

**I WAS TALKING** with a physician who is far advanced in his profession. Did he tell me that his family attended the picture shows in his city? No! he condemned the silly sex material that is injected into 90 per cent of the pictures. His fellow practitioners **AND THEIR FAMILIES** held aloof from entertainment that is gradually but surely gaining the ill will of the best people who are the backbone of this great country. When the press prints article after article in which they refer to Will Hays as the "smoke screen," and the church drives home in scathing denunciation the harm done by an industry that could do so much good, we can little afford to give these evils merely a passing thought. Mothers with their sons; fathers with their daughters; brothers with their sisters; young people; children—looking at smut and filthy, slimy sex relations! Can you ask what is wrong with this business? I'll ask you, how long can it last?

**SOME DAYS AGO** I showed, well I won't give the title, but the actor is a comedian, and a good one if given the story. Naturally, I advertised it something like this: "Bring your family and have a night of fun and clean entertainment." One of the town's foremost business men had his four boys in the theatre. Instead of the feature being a comedy as advertised, it was made into a semi-gangster picture wherein the child was taught the hold-up art. Immediately, this manufacturer gathered his boys from different parts of the theatre and, rest assured, everybody around him heard why and in no uncertain terms.

That is what hurts the exhibitor more than any producer can understand.

**UNTIL THIS EVIL** is remedied we are headed for disaster. Naturally, the small

**Orwigsburg is your town, any town. What A. H. Edwards has to say applies to thousands of other communities. There isn't a producer, a theatre executive, an exchange-man who won't find something of value in his article. Twenty years of exhibition have given him a wealth of experience. He has poured some of this into one of the most enlightening articles YOUR THEATRE ever hopes to offer. It is a real privilege to present this.**

exhibitor will be the first to die by the wayside. Most of them are dying now. Then gradually the larger exhibitor and finally the octopus will be consumed. In this business nothing is impossible; we have witnessed the growth of corporations to great heights and power; but they grew top-heavy and great was the fall thereof.

**Here's what's wrong, says Edwards:**

**Lack of decent, wholesome family pictures.**

**Too many highly sophisticated selections by executives whose minds are subnormal as far as screen fare is concerned.**

**Underestimation, by the producers, of the intelligence of the people outside of Hollywood and New York.**

**Too much lewd, licentious, risqué screen entertainment.**

**Too much jealousy between exhibitors.**

**Failure of the exhibitor to understand that the picture is always the main attraction.**

**Institution of a senseless policy which allows price cutting.**

Immediately others have sprung into their places and likewise have thundered to the bottom of the abyss from whence they leave only echoes resounding from cavern to cavern. Who shall predict that from this chaos a corporation shall rise which shall have vision to give the best that is in it and will withstand the united efforts of political destruction. Men will be men with ideals high, higher, higher than the dwarfed mind of the present-day so-called showman can understand. They will use the brains God gave them, and their product will be "clean as a hound's tooth"; that will be the salvation of this great industry which can do so much good and have the respect of the great army of decent people, but which is now blind to everything that is clean and wholesome.

**NEXT IN IMPORTANCE** of "what's wrong with the business" is the exhibitor. Turn your back and there is Brutus. Far away pastures look green, so stop poaching, and instead of eyeing the other fellow's pasture, get busy and put time and effort on your own.

**GO CAREFULLY** on premium nights and all other such catch-penny schemes. Always make the picture the main attraction because as compared with all other fandangles, the picture remains the basis of your business. Do not advertise dishonestly; if a picture appeals to you, plug it; but do not take the opinion of the press sheet or you will lose the confidence of your patrons.

**REDUCTIONS IN ADMISSION PRICES** is positively no help to the exhibitor. I have tried it to my sorrow. A dime will not stand in the way of any person who is desirous of seeing a picture that is popular. On the other hand, a 5-cent admission will be no bait if the picture is a flop. I know many parents who would not allow their children to see certain pictures, nor would they attend themselves even if the admission was free, so why kid yourself into believing that reduced admissions is the cure for dull business. A sure cure would be the privilege of selecting the best pictures from every company. As it now is, over 50 per cent of pictures that we could profitably show must be turned down because we are shackled to the block-booking system. In no other business is it compulsory to buy that which is ruinous or detrimental to the firm. Lucky, indeed, is the man who is financially able to buy all the product and then scrap 75 per cent of it!



# Do Kids Like Kid Pictures?

## Juvenile Movie Fans Speak for Themselves in the Following Article

By Justin Herman

SOME MONTHS AGO, if you recall, Hollywood became child-conscious and determined to "Bring the Kiddies Back Into the Theatre." No longer, asserted the cinema czars, would youngsters be forced to spend Saturday afternoon on an empty lot because Greta Garbo and John Gilbert were burning up the screen at the neighborhood movie palace. Instead, these cute little urchins with their potential nickels and dimes were to be lured into the theatres to see pictures particularly designed to appeal to their young and impressionable minds. Thus came about "Tom Sawyer," "Huckleberry Finn," "Skippy" and other similar productions.

IT WAS WHILE THIS CYCLE of films was playing the neighborhood houses of Philadelphia that it occurred to me to make a bit of an effort to discover whether the diminutive rascals really enjoyed this type of entertainment, or whether the phrase "Bringing the Children Back" was being employed literally by parents who felt it should be incumbent upon a child to view pictures in which child actors were featured. I also was of the opinion that it might be interesting to learn, to such an extent as I would be able, the likes and dislikes of the youngest generation, and it was with these thoughts in mind that I arranged to ask a number of questions of fourth-grade pupils in four local public schools.

WHETHER THE FACTS and figures brought to light as a result of this rather superficial survey are of any broad significance is problematical. Yet I feel that they are worth studying if only for the reason that the children chosen for the test, while few in number, are as typical of the average child as a preliminary study could determine. The schools selected for the conducting of the survey were located in middle-class neighborhoods in four different sections of the city. One hundred and seventy children, ranging in age from 9 to 12 years, participated.

TWO QUESTIONS WERE ASKED EACH CHILD: "WHAT TYPE OF PICTURE DO YOU LIKE BEST?" AND "WHO IS YOUR FAVORITE MOVIE ACTOR?"

Not every pupil wrote a direct answer. Numbers of them neglected to reply to the first query; others overlooked the second. Some named several types of pictures; others mentioned three and four favorite players. In such instances, cognizance was

taken of each type and player mentioned, thus accounting, in case the reader wishes to check up, for apparent discrepancies in the tables of figures that follow.

**The Herman survey brings out the following facts:**

**No single type of picture appealed equally to boys and girls.**

**Children favored action picture.**

**Kids have a mind of their own when it comes to criticism.**

**Mostly little girls liked "Skippy."**

**Hardly any boys were scared by "Frankenstein."**

**Little girls incline toward romantic films.**

**Westerns are still holding their own.**

**Janet Gaynor and Rin Tin Tin are still reigning the lists.**

**And even Jean Harlow must have something by which the little children remember her.**

SEVERAL IMPORTANT FACTS were brought out by the survey. First, that no single type of picture appealed equally to

both boys and girls. Second, that in the aggregate the children favored action pictures, which classification includes westerns, mystery dramas, war dramas, serials, air and dog pictures. Third, that the kids have minds of their own when it comes to criticism, as witness the little girl who liked Farrell and Gaynor because "they fit so well in a love story."

"Skippy"—and aha there! Mr. Producer, you were right—led the list of best liked films, closely followed by "Tom Sawyer"—and "Frankenstein." Fifty-five pictures were voted for in all.

Rin Tin Tin and Janet Gaynor were tied for first place in the matter of stellar popularity, with 66 other names following, including those of such relatively obscure players as Ivan Lebedoff and Linda Watkins.

THE GREAT NUMBER of young males who admitted a positive passion for cowboys and bloodshed, such as the one who wrote, "I like the Big Taril it was a good pictur and it was shooting in it. I saw a man git shoot," materially helped boost the action pictures to the head of its list, which follows:

Type of Picture	Boys	Girls	Total
Action .....	76	18	94
Comedies .....	7	23	30
Juvenile .....	2	9	11
Adult .....	—	9	9
Miscellaneous .....	3	—	3
Totals .....	88	59	147

Breaking up the "Action Picture" classification into its component parts we find that 30 boys and 7 girls expressed strong preferences for western or cowboy films; 21 boys and 7 girls liked "exciting pictures," which category includes "spookey pictures," mysteries and murders; 5 boys and 1 girl were vitally interested in airplane films; 14 bloodthirsty youths and 1 girl who wants to be a nurse were fond of war pictures; 3 boys and 1 girl liked Rin Tin Tin's productions above all others, and 3 boys and 1 girl craved serials.

THE MALES, it seemed, were not interested in adult film fare, which classification includes love stories.

One lad stated in no uncertain terms, "I like cowboy, Cops, barglas, Poliss. . . I do not like love pictuse." On the other hand, there was the girl who wrote, "I like pictures grown up like. The Comon Law is one. Office Wife is another. The reason I like those kind of pictures is they have sense."



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You have an exclusive and wonderful deal in this high grade dinnerware. It is of the same quality as the very successful Alice Anglow set, with the improved embossed border, which is the newest thing at this time. We further wish to state that your Roselace Set will not be sold to syndicate five and ten cent stores. We hope to get you sample sets by the end of the month and will be ready to make shipments to your theatres in March.

In closing, let us say that this is a very close deal and the price you are getting is only because of your volume order.

Yours very truly,

THE EDWIN M. KNOWLES CHINA COMPANY

*John B. McDonald*  
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IT WILL — POSITIVELY WILL — ADD A  
WEEKLY HOLIDAY TO YOUR BOX OFFICE!

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**QUALITY PREMIUM DISTRIBUTORS, Inc.**

BALTIMORE  
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*Attend Regularly and Receive the Complete Set Free*



# Quality Premiums Cost More

But So Do—

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STETSONS  
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## AND THE REASON IS...

- "INCREASE our standing order from 1000 to 1500 each week."  
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- "INCREASE my order from 1000 to 1200 each week."  
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- "INCREASE order from 450 to 650 every week."  
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—TOWNE THEATRE, ALLENTOWN, PA.
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AND SO ON, AND SO FORTH

I know from experience that anything Dave Barrist and Charles Goodwin promise they will deliver. That is why I bought all my premiums for the Windsor and Tioga Theatres from the Quality Premium Distributors.

Very truly yours,  
C. STAMPER.

As we are now starting one of your china deals we feel a distinct sense of security in buying premiums from an organization as reliable as the Quality Premium Distributors.

Ridge Ave. Theatre.  
JOHN McCAULLEY, Mgr.

You are placing the premium business on a legitimate plane instead of the "fly by night" methods that formerly marked it.

M. H. SPIELMAN,  
Spielmont Theatre,  
Marcus Hook, Pa.

Before You Buy Any Premium

← **KNOW** →  
← **THE MEN** →  
**BEHIND YOUR**  
← **PREMIUM DEAL** →

It is very reassuring in buying premiums through your Company to know that behind every promise made to us is the reputation of David Barrist and Charles Goodwin. No exhibitor will ask any more.

LEWEN PIZOR,  
Pres. M.P.T.O. of East. Pa., S. J. & Del.

The benefit derived from distribution of your premiums together with your assistance in connection therewith, prompts me to this note of appreciation.

Please keep in touch with me on any new deals for my theatre up here.

P. R. HOFFMAN,  
Nineteenth Street Theatre,  
Allentown, Pa.

You deserve the thanks of every premium user for bringing down the cost of premiums to a "live and let live" basis.

MICHAEL LESSY,  
Diamond Theatre.

Fill in And Mail Today

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Send me details on your new sensational premium "ROSELACE" at the world's lowest price, for a Quality Premium.

NAME..... THEATRE.....

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MOSTLY IT WAS LITTLE GIRLS who liked "Skippy." Only two boys voted for it. With "Frankenstein" it was the other way around. The majority of that thriller's votes came from the male side. It created shivers down the back of only one young lady. "Tom Sawyer," apparently, had an equal appeal for both boys and girls. It was the sole important picture that did. The fact that a total of only 12 votes was cast for the league-leading "Skippy" may be explained by recalling to your minds that the 170 children in the survey divided their votes among 55 pictures.

Picture	Boys	Girls	Total
Skippy .....	2	10	12
Tom Sawyer .....	5	6	11
Frankenstein .....	8	1	9
Delicious .....	2	6	8
Our Gang Comedies ....	2	6	8
Sooky .....	2	5	7
The Rainbow Trail ....	6	1	7
Huckleberry Finn .....	1	4	5
Local Boy Makes Good ..	2	2	4
The Secret Witness ....	3	1	4
The Spirit of Notre Dame	4	—	4
Daddy Long Legs .....	—	3	3
Fair Warning .....	3	—	3
Top Speed .....	—	3	3
Hell Divers .....	3	—	3

AMONG THE OTHER "FAVORITES" were "All Quiet," "Rue Morgue," "Phantom of the Opera," "Hell's Angels," "Possessed," "Just a Gigolo," "Jekyll and Hyde," "Cimarron," "Trader Horn," "Dawn Patrol" and "Behind Office Doors." Nothing particularly juvenile about the bulk of those. Mickey Mouse, surprisingly enough, was mentioned only twice.

Most all the children seem to be consistent movie-goers with the exception of a little girl who philosophically explained, "The moving pictures I like to see is "Skippy." Everybody said that skippy was a good picture. I am sorry that I have not enough money to pay my way to see it. There ar other pictures I like to see. But not all the time allowed to go see them. So that the way it is."

IT WAS IMPOSSIBLE to make use of a number of letters for the reason that they entirely ignored the questions that were asked. Several of these, however, were amusing.

One boy said, "I was verry glad when my father said he whold take me to see Huckleberry Fin. I liked to see them on the raft. That was all I saw because I fell asleep."

And a girl wrote, "One night mother told me she wought take me to the moves. So she did so. We went to see skippy. . . . It was so nice. I went to bed thinking of it."

A youth whose vote was cast for "mystery pictures" added, "Frankienstien is my tipe of acters. I like him because he is spokey. Mother does not like me to see those tipe of pictures. But I walls (Author's note: always) say they is funny and she let me go."

A girl—obviously of the post-silent era—commented that most movies "are very interesting to listen to."

A 9-year-old girl whom one would normally expect to know very little about pictures stated that Lew Ayres and Joan Crawford were her favorites.

"I am going to see every war picture that I can," asserted a boy. "I go because I can learn things." And another wrote, "The kind of movies I like best are war pictures or where a man or a woman are murdered. I also like Winnie Lightner."

For the first time, someone has taken the trouble to ask the younger children what they might enjoy. The results, collected by Justin Herman, are not particularly startling, but decidedly amusing and merely indicate that perhaps most of the tempest about making special pictures for the little tots is a waste of time.

A girl—one of the few of her sex who preferred westerns—commented of this type, "They are exciting. There is always someone kidnapped or cattle stolen." And under the heading, "The Movein Pictures I Like Best," a young patriot declared, "I like to see about War. I like it. I want to be a soldier to. I want to go to war and fight for our country and be a hero of America. That is why I like war pictures."

Lastly, and those who do not believe in the efficacy of screen advertising would do well to take note.

A young chap stated, "The picture I like best is "Chinatown After Dark." Tho I haven't seen it, I wish it could play now. I have saw a trialer of it."

AS HAS BEEN stated before, Rin Tin Tin (*selig*) and Janet Gaynor were the most popular performers. The girls put Gaynor at the top. The boys divided their votes among Tom Mix, Richard Dix, Jack Holt, George O'Brien, Ken Maynard and other heroes. The canine star appealed equally to both sexes, drawing 7 male and 7 female votes. Five little girls and no little boys liked Mitzi Green, while Jackie Cooper need thank but one boy for the seven votes that he received. Wistful-looking Bobbie Coogan tugged at the heartstrings of four girls. The boys ignored him as did the girls Buck Jones, Holt, O'Brien and Maynard. Charlie Chaplin polled but two votes; both from boys. Mary Pickford got one—from a girl. Douglas Fairbank's, Sr.'s name was conspicuous by its absence, but Junior Fairbanks drew four votes—two from girls and two from boys. A list containing the names of those players receiving six or more votes follows. Sixty-eight names in all were mentioned.

Star	Boy	Girl	Total
Janet Gaynor .....	1	13	14
Rin Tin Tin .....	7	7	14
Charles Farrell* .....	2	10	12
Tom Mix .....	10	2	12
Richard Dix .....	9	2	11
Nancy Carroll .....	1	8	9
Eddie Cantor .....	6	1	7
Jackie Cooper .....	1	6	7
Jack Holt .....	7	—	7
Joan Crawford .....	1	6	7
Ken Maynard .....	6	—	6
Buddy Rogers .....	1	5	6
Jean Harlow .....	2	4	6
Robert Montgomery ....	1	5	6
George O'Brien .....	6	—	6

\* Farrell's name was usually coupled with Gaynor's, although each received one or two votes as individuals.

Mitzi Green polled five votes, as did Tom Tyler. Those with four votes included Winnie Lightner, Loretta Young, Douglas

Fairbanks, Jr., Bobbie Coogan, Norma Shearer, El Brendel and Buck Jones.

SO PERHAPS the producers were right when they made pictures like "Skippy." The figures and the letters indubitably show that films of that nature are popular among kids. Of the 15 pictures that met with the greatest favor among this fourth-grade group, at least 9 would be approved by the strictest parents' film committee in the country. They are clean, wholesome productions, and with an occasional "Frankenstein" thrown in, are apparently what very young America desires in the way of cinema entertainment.

OF COURSE, a great many inferences can be drawn from the few simple figures that have been presented, if you're at all inclined toward drawing inferences. The fact that Jean Harlow's name is high up among the Gaynors and the Farrells and the Dixes is, I think, significant—of something. Likewise the fact that the proportion of boys who liked "Tom Sawyer" was greater than the proportion that enjoyed "Skippy." The fact that love stories and "problem" films made little impression on these kids, is, I believe, significant, too. Possibly this fact should be called to the attention of those ladies and gentlemen who are fearful that motion pictures will corrupt the morals of our boys and girls. I mean the censors.

With the continuous attempt to present either special pictures for children or special performances, the analysis presented here takes on additional weight. There have been instances where special pictures made for children have annoyed the young folk. To be on the safe side, however, it might be said, without much chance of protest, that action pictures never fail to find favor.



# Hays Predicts Class Entertainment

A statement by  
**Will H. Hays**  
President  
M. P. P. D. A.

CLASS ENTERTAINMENT, as well as mass entertainment, will feature the production program of the motion picture industry in 1932.

Instead of leveling entertainment to a fixed common denominator, the industry is stepping up its entertainment standards to meet the needs of every element of the potential motion picture audience. Such pictures are turning millions of casual movie-goers and non-attenders into regular patrons.

MANY OF THE PICTURES now in the theatres or coming from the studios are attracting entirely new audiences. Pictures of a dramatic and intellectual caliber that would not have been successful popular entertainment a few years ago are now being received with enthusiastic approval by the regular motion picture patron as well as tapping new strata of attendance for motion picture theatres. Experimentation in mechanics, lighting, photography, sound effects, has been succeeded by equal boldness of courageous enterprise in the field of story experimentation.

TEN YEARS of self-regulation and study of the public's wishes, together with unselfish co-operation by thousands of volunteer enthusiasts in the task of raising the standard of demand, have encouraged us to produce those pictures which have already in the new year so forcefully challenged attention.

IN THIS TIME of stress and strain the screen has made most impressive artistic progress. The quality of our world entertainment is at a higher level now than at any time in history—and that level constantly rises. The motion picture industry will meet its purely industrial problems with no less courage.

THE EXPRESSION of public taste reflected to the motion picture industry through the widespread organization of group leadership has helped greatly. Such leadership is aiding in shaping community taste toward higher levels of entertainment. It would be conservative to say that a volunteer army of more than 30,000 serving on various co-operating committees is working with the industry toward the same objective of developing the widest possible acceptance of these high entertainment standards.

WE HAVE STILL far to travel to reach the ultimate goal, but all must applaud the definite milestones of progress evident in the great pictures of 1932.

**Educators must assume a more active role in the development of the new technique,** says Dr. McClusky in his article.

## MOTION PICTURES FOR CHILDREN

(Continued from page "A")

"EDUCATORS must assume a more active role in the development of the new technique and the acquisition of facilities for its use," Dr. McClusky finds, and recommends four types of activity:

1. Educators must inform the laymen and those on whom they depend for financial support as to the necessity of supplying the equipment for effective visual instruction.

2. The schools must increasingly use the product available—"and the amount of visual material is greater than is generally appreciated"—in order to encourage further production on an elaborate scale.

3. "Natural but mistaken" resistance must be broken down. "Properly used, visual material will repay its cost in the conservation of the teacher's time and energy alone." It "can never supplant the teacher."

4. Willing co-operation of educators with those preparing plans for the production of pedagogical pictures.

To the producers Dr. McClusky makes the following recommendations:

1. Working out of a "comprehensive philosophy of education" with "cognizance of the respective parts to be played by the teachers, texts and visual aids in the classroom."

2. Creation of "a systematically organized library of visual material."

3. A current events educational weekly, selected from the most educational sequences in the existing news weeklies.

4. A clearing-house for distribution of visual educational aids exclusively.

5. Specialization in particular fields by the various companies interested in the educational film supply, with subdivisions of activity such as primary, secondary, college and technical subjects.

6. Consideration of a possible independent, permanent organization to restrict its production entirely to pedagogical films.

"MODERN EDUCATION has become very complex," Dr. McClusky concludes. "It is the fashion to criticize its methods and practices. Terrific pressure is being brought to bear on educators to train children in all phases of modern life. Present methods will not suffice for that accomplishment. Only through the greater efficiency of visual aids can the curriculum be expended to accomplish the desired goal. The vital need will be integration of the varied subject matter presented, and that will increasingly become the function of the teacher."

THE EDUCATIONAL VALUE of many current entertainment pictures is stressed by Dr. McClusky.

"The vaults of the theatrical producers," the report says, "are filled with treasures for the schoolroom in which many great epics of history have been reincarnated.

"Of all the source material to be drawn on, none appeals more to the imagination than those actual recordings of human activity which the newsreel companies have been gathering from the four corners of the world over a period of 30 years."

IN A FOREWORD OUTLINING the historical background of the progress that has been made, McClusky recalls the first co-operation of educators and commercial motion picture companies, in 1922.

"Hays, in his characteristic forward looking way," he says, "discussed with the educators at that meeting the great possibilities in educational motion pictures and pledged the support of the industry to aid in this great undertaking of supplying schools with excellent pictures. He also pointed out the need for research. Hays' address in Boston resulted in the immediate arousal of interest among educational leaders. The National Education Association, then under the presidency of Dr. Will Owen, decided to act on Hays' suggestion and appointed a committee of the National Education Association to co-operate with the Motion Picture Producers and Distributors of America. The chairman of this committee was Dr. Charles H. Judd, director of the School of Education of the University of Chicago."

THE AUTHOR of the present report served as chairman of the Research Committee of that early study, and has since been active in the field of investigating the possibilities of increased use of visual aids to education.

Hitherto unpublished results of an elaborate study, conducted over a period of years by Electrical Research Products, Inc., is included in the McClusky report. This study reduced 59 differently worded aims of pedagogical film development in the field of social science, as stated by the world's leading educators, to five general headings:

1. The nature and needs of human society.
2. A knowledge of social institutions.
3. The development of individual social and civic responsibilities.
4. Interpreting the past in terms of the present.
5. Study habits and skills in the use of social data.

A PARTICULAR SURVEY, by the same organization of social science instruction in the Junior High School field, again with the aid of practical educators, has arrived at nine subjects of pedagogical film treatment as particularly desirable to assist the high school teacher:

1. Transportation.
2. Communication.
3. The Natural Resources of the United States.
4. Interdependence of Modern Life.
5. Development of Agriculture.
6. Industrial Development.
7. Governmental Problems and Relations.
8. Educational Opportunities.
9. Desirable Recreational Activities.

AN AMUSING SIDELIGHT on the difficulties of producing pedagogical films is contained in the following, which the report quotes from a letter by Dr. W. R. Whitney, noted educational expert of RCA Telephone, Inc.:

"It is probably easier for Jackie Coogan to learn to break a window perfectly and for Charlie Chaplin to fix it one hundred per cent, than for a scientist to appear excited over telling an old story to a cold gadget in a white-hot room. The fact that the film shows the defect so perfectly heightens my respect for the motion picture art."



# The Simplex 35mm. Projector

NATIONAL THEATRE SUPPLY COMPANY reports that the Simplex-Acme 35mm. sound on film projector distributed by that company is proving a sensation. Many schools, theatres, and institutions are purchasing this handy, practical, portable sound machine for their use.

SELLING FOR \$2275, with RCA sound amplification, and Simplex unit, it represents an ideal machine for any type of school or institution which needs it.

A STATEMENT from the company says: Overnight the new Simplex - Acme Projector has lifted the portable pro-

jector into the professional class of theatre equipment. It has a complete professional optical system capable of producing a picture size of 12 x 16 feet—guaranteed to be comparable in every respect to the reproduction in first-class theatres. For this large size picture the projector would be used with either the T-20, 1000 watt, 110 volt lamp or the T-20, 900 watt, 30 ampere monoplane filament lamp. This latter requires a transformer which may be supplied at slightly additional cost. However, there is being released for this unit a carbon arc assembly which will assure every user a maximum of illumination.

THIS NEW EQUIPMENT consists of a portable motion picture projector and sound reproducing equipment of fundamentally new design, which in motion picture projection and sound reproduction will produce results even superior to those obtained with the best theatre equipment. It is the first apparatus of its kind which has been designed to fulfill these two requirements and

in no sense is it to be confused with that type of equipment consisting of make-shift apparatus assembled from silent equipment with sound attachments added.

Excellent projection and first-class sound reproduction, of course, must be the major considerations nowadays when designing new equipment, and with this in mind the optical system for motion picture projection has been selected with a view to producing results heretofore unobtainable in this class of equipment.

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Heard In

**PASSAIC**  
Doneger and Weiss Try  
New Ideas

WHEN "Fireman, Save My Child" played at the Montauk (Warner Brothers), unexpected sound effects were furnished by real fire engines rushing to a \$100,000 blaze in a furniture store a few doors away from the theatre. . . . Playhouse Theatre (Warner Brothers), which featured vaudeville and movies for many years and which was closed down last year, has been reopened for Italian stage shows every Sunday. . . . "Bakeware Night" is held at the Palace Theatre every Tuesday night and, according to Manager Harry Doneger is proving quite popular.

MANAGER WILLIAM WEISS, Capitol Theatre, was well pleased with the Merchants' Exposition he put on for 10 days. . . . Radios, refrigerators and other merchandise valued at over \$1,000 was given away. . . . Weiss gave away 900 bags of candy to kiddies at an Easter matinee and, in addition, presented six live rabbits to holders of lucky coupons.

SPRING AND SUMMER STYLES were displayed at a fashion show at the Montauk for three days. . . . Manager Garret Voorman had another gang of newsboys as his guests when Joe Brown played in "Fireman, Save My Child." . . . He never forgets the youngsters.

A LONE GUNMAN held up the cashier of the Capitol Theatre during the supper

Montclair Clearing House

Warner Brothers' Montclair Theatre, Montclair, N. J., has started a stock company, which is being directed by William Faversham. Both he and his wife, Edith Campbell, are not only playing in most of the plays, but are directing a school for dramatic art in Montclair, N. J., which will be a clearing house for screen material for Warner Brothers' Burbank studios. To this school will be sent by the studio such of its players as the studio may want to receive intensive dramatic stock training under Faversham.

Rathbun in Woodstock

William J. Rathbun, New York, has leased the Maverick Theatre, Woodstock, for five years from Hervey White, the owner. He formerly conducted the Playhouse in that village, which was destroyed by fire.

hour lull a couple of nights ago. . . . He was outwitted by Miss Fannie Rappaport, the girl at the box office, and got away with only \$7. . . . Miss Rappaport was warmly congratulated by Manager Weiss and other employees of the theatre for her heroism and presence of mind. . . . Sam Braverman, manager, Ritz Theatre, Lyndhurst, received a threatening letter in the mails. . . . The show had been held up by gunmen recently and Braverman had been conducting a thorough personal investigation. . . . It was thought at first the letter was to frighten Braverman into dropping his probe, but police learned it had been sent by a former woman employee. . . . Manager D. W. Waldron, Rex Theatre, East Rutherford, has a new treat for his theatre-goers, amateur basketball by local teams on his stage.

Heard In

**ROCHESTER**  
Bill McCallum in Town  
and Dave Nolan Passes

By Eeatch

BILL McCALLUM, former manager of Cook's Opera House and Fay's Theatre, renewing acquaintances in town. . . . Auditorium Players start spring season. . . . Manager Rowland G. Edwards still in charge. . . . Jack Cressy, former usher at the Piccadilly, returned to town as saxophonist with Renard's band at Palace. . . . J. Gordon Baldwin, organist at Loew's Rochester, put on special Easter program for children. . . . Paul Reichel, who lived in Siam five years, gave an address in connection with film at the Little Theatre. . . . George B. Scherff, 43, former theatre musician, died at home here.

"PUSS IN BOOTS" packed in the kids at the Little Theatre. . . . Tom Grierson, organist at the Palace, returning after several weeks illness. . . . City paid tribute to benefactions of George Eastman in a memorial service in the Eastman Theatre. . . . Death of Manager David J. Nolan put Lester Pollock, assistant manager, in charge of Loew's Rochester, until the arrival of A. W. Downs, district manager. . . . Show went on, even to Bob Murphy, who had to be funny, although suffering from shock of the accident and the fatal injury to the manager. . . . Manager Alexander Dunbar, Monroe Theatre, has won his wings. . . . He soloed in an airplane after only six hours' instruction in the air.

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## FILM NEWS NOTES

From  
**HOLLYWOOD**

By  
**JOE BLAIR**

Western Correspondent

1044 N. Martel Ave. HEMPSTEAD 5982

MASS PRODUCTION in the studios of Hollywood is admittedly a failure. Granting of many major releases to worthy independent producers is an acknowledgment of this. However, New York bankers and executives should keep their eyes open to intercept any unscrupulous plans they may discover.

It is a foregone conclusion that a few studio executives will do everything within their power to make the independents and their pictures look bad.

If the independent producers' product is economically made and a success at the box office, it spells finis for a few high executives

who have held on in spite of continuous poor product.



Joe Blair

EWART ADAMSON, scenarist and dialogue writer, has been added to RKO-Radio's writing staff and will prepare the screen play and dialogue of an Alaskan dog story for Merian C. Cooper's supervision. Adamson formerly worked for RKO in the old FBO days and has many successes to his credit.

KEN MAYNARD'S first picture under his newly signed contract with Tiffany will be "King of the Range," and, of course, Ken will share screen honors with his wonder horse, Tarzan.

BOB STEELE has just completed another Trem Carr western, "Rider of the Desert," which Robert N. Bradbury directed. The picture looked exceptionally good when shown in the rough cutting at the studio projection room.

Larry Darmour, independent feature picture producer, and who is responsible for the success of all the Mickey McGuire comedies released through RKO-Radio, negotiated a three-picture releasing arrangement with Paramount. The pictures will be western stories and features of a well-known star. Phil Rosen, director of Ken Maynard's recent Tiffany pictures, has been signed to make the first Darmour western.

SUPREME PICTURES has completed another excellent independent, "They Never Come Back," at the Tec-Art Studios. Regis Toomey, Dorothy Sebastian, Gertrude Astor, Greta Granstedt, Eddie Woods, George Bryan, Earle Foxe, Jim Jeffries, Jack Richardson and others, completed an unusually large cast. Fred Newmeyer, former Harold Lloyd director, has been highly praised for his treatment of the story, an original by Sherman L. Lowe.

SIDNEY FOX, diminutive star, is scheduled to make "Out in Style," an original by Eddie Luddy, under the direction of Edward Ludwig, as her next starring vehicle for Universal.

## Arthur Takes String

Fox Theatres Corporation has leased to the Arthur Theatres Corporation the 18 houses constituting the Fox New England circuit. Harry Arthur resigned as general manager of Fox Theatres Corporation and managing director of the Roxy to organize the new corporation of which he is president.

Herschel Stuart, formerly general manager of Fox New England theatres, has resigned to become managing director of the Roxy.

FRANK WHITBECK, for the past year exploitation and advertising counsel at Universal Studios, has resigned this post and accepted a similar position with the Paramount studio here. Whitbeck was recently elected president of The Wampas, Hollywood's famous organization of advertising and publicity men.

FANCHON AND MARCO, the famed team of producers of stage entertainment, have launched the second edition of the "Fanchon & Marco 'Mickey Mouse' Idea." The first edition, produced with the co-operation of Walt Disney, Mickey's creator, scored a tremendous hit in a 40-weeks' tour of the country, breaking house records in Brooklyn and other large populated centers. Disney is aiding in the creation of the new edition, which will be sent from coast to coast and from Canada to the Gulf.

IRVING CUMMINGS, early-day screen star and maker of "In Old Arizona" and other hits, has been assigned by Paramount to direct Alison Skipworth, Richard Bennett, George Barbier and Frances Dee in "The Countess of Auburn." The story is an original for the screen by Malcolm Stuart Boyland and Harvey Harris Gates. Cummings, now free lancing as a director, recently completed "Criminal Court" for Columbia.

KATHRYN CRAWFORD, whose success in "Flying High" was so pronounced, has been awarded another excellent role at Metro-Goldwyn-Mayer. She is to play the part of a vivacious art student in "After All," the story of America and France, which Charles Brabin is directing. Others in the cast include Robert Young, Margaret Perry, Lewis Stone, Laura Hope Crews.

GEORGE O'BRIEN has arrived home, hale and hearty from his eastern pleasure jaunt. During his three weeks' absence, he visited with delight New Orleans, Havana, and, of course, New York City. His first assignment under the new Fox contract is the filmization of Stewart Edward White's sensational story, "The Killer."

ARLINE JUDGE (Mrs. Wesley Ruggles to you) enacts the feminine lead in Ben Markson-Allen Rivkin's original, "Is My Face Red." Lowell Sherman is directing. Casey Robinson, who collaborated with Ben Markson in writing the screen play, will work with Director Sherman on the set during the filming of the story.

DIRECTOR PAUL L. STEIN is back in Hollywood from an extended European vacation. Stein, director of Pola Negri's "A Woman Commands"—Constance Bennett's "Sin Takes a Holiday"—and other noted films, is a capable megaphonist and worthy of choice assignments.

## National Theatre Not Affected by Receivership

### Supply Division Untouched in Parent Company's Trouble

National Theatre Supply Company is untouched by the receivership of General Theatres Equipment, Inc.

In an interview with a representative, M. V. Carroll, treasurer, speaking for National Theatre, said:

"In order to eliminate misunderstanding, we should like to point out that the financial condition of the National Theatre Supply Company is not affected in any way by the receivership of General Theatres Equipment, Inc.

"General Theatres Equipment, Inc., has an interest in the National Theatre Supply Company through the ownership of stock only. Since the financial condition of a stockholder does not in any way affect the financial condition of the company in which he owns stock, it naturally follows that the receivership of General Theatres as a stockholder does not in any way affect the financial condition of National.

### Holding Unit

"General Theatres Equipment, Inc., was organized as a holding and a non-operating company and it has always limited its activities to that. When it obtained an interest in National through the purchase of stock, it did not make any change in either the management or the operation of the National after General Theatres obtained control, in exactly the same manner as it did in the several years previous when it was organized as a separate and independent corporation.

"The National Theatre Supply Company will continue to supply and service exhibitors as it has done for the past six years.

### Rochester Operators Cut

Rochester stage hands and motion picture operators have voluntarily agreed to a 10 per cent wage cut from April 1 to September 1. All theatres in city are affected. Reduction is expected to help several small houses to keep going through the summer months.

### Hutcheon in Butler

John A. Hutcheon, for many years in charge of the theatre enterprises in Amsterdam and later of Glens Falls, is now manager of the Warner Theatre, Butler, Pa.

### Incorporations

American-Roumanian Film Corporation of New York. To deal in motion picture films, etc.

Polish-American Talking Pictures, Inc., of Manhattan. To deal in general motion picture business.

Cinemotion Studios, Inc., of Manhattan. To deal in motion picture business.

Vide-Vox Corporation of America of Kings County. To deal in motion picture apparatus of all kinds.

Notice has been filed with the Secretary of State of a change of name of Action Pictures, Inc., to Mayfair Pictures Corporation.



# BETTER MANAGEMENT

*An open door to the box-office for every Exploiteer and Manager*

## Overflow Break

Opening to a slim house, with slight increase in business Sunday, Camel Quarter Hour combination, featuring Morton Downey, Tony Wons and Jacques Rickard started Syracuse Tuesday by lining 'em up two solid blocks and necessitating a call for police squads to handle the crowds.

Vic Frank, formerly of Loew's, pinch-hitting in the managerial berth for the four-day engagement, won the thanks of the other main stem managers for sending them full houses. Vic, alarmed at the sudden flow toward his box office, informed the waiting throng there would be no more admissions for two hours. Like magic Paramount and Keith's filled instantly.

## Newsboy Plug

Manager E. J. Cline, Academy (Publix), Newburgh, has faith in the typical American newsboy as a motion picture critic. Announcing he would have newsboys of Newburgh and vicinity as his guests at a pre-showing of a feature production, Cline says: "There is no quicker or more reliable way of testing the pulse of an audience than through the newsboy."

Larry Rich, whose rotund figure and orchestra are not exactly strangers in the short subjects field, made his American Legion membership pay publicity dividends during his Syracuse engagement at RKO-Keith's. Rich and his troupe of 36 helped Syracuse Post 41 make merry at the post-Lenten ball.

## Friendly

With the showing of "Sooky" at the Yonkers Strand, Manager Fred Schaefer had teachers distribute 10,000 heralds and make selling class announcements. Apparently it pays to be friendly with the school officials.

They've certainly been giving away things at the Paramount, Middletown. Manager Harry C. Stowell was busy on ice cream and tire tie-ups while also arranging high school and college nights.

For "Dance Team," Manager J. A. Hartung, Stratford, Poughkeepsie, used a puzzle contest of picture cut-outs distributed in shopping guide ads.

## Kingston Ad War

Theatre war in Kingston grows hotter, with record advertising being carried by newspapers. Maximum of a full page was recently reached. Poughkeepsie, on other hand, remains silent, with only one house splashing.

## Williams Merchandising

A. Williams, manager, Warner Dewitt, Bayonne, pulled a sweet merchandising and exploitation stunt recently.

He made a tie-up with a dealer in radios and electrical goods whereby the dealer contributed merchandise to the value of \$1,000.

All the items, or prizes, were handsomely displayed in the lobby of the theatre, in the guise of an exposition with demonstrators on hand to explain the operation of each item. Exposition started Palm Sunday and ran through April 5. Coupons were distributed with each theatre admission ticket, with drawing made on two consecutive Tuesdays. Even the coupons were supplied by the contributors of the prizes. The drawings and the awarding of the prizes were made from the stage of the theatre. One of the conditions printed on the coupon in large type was that the holder of a winning coupon must be in the theatre at the time of the drawings.

## Burns Host

Charles Burns, manager, Loew's Theatre, Yonkers, was host to the Three Score and Ten Club of Yonkers at the last performance at his theatre. All members of the club are over 70 years of age.

## Chimp for "Tarzan"

On the night before the opening of "Tarzan" at C. H. Buckley's Harmanus Bleecker Hall, Manager Ralph Pielow, MGM Albany exchange, and Bennie Darrow, MGM exploitation man, brought "Young Tarzan," the chimpanzee used in the picture, to Albany.

The chimp was housed in the "Lindbergh suite" at the De Witt Clinton Hotel (the suite used by Colonel Lindbergh on his first visit to Albany), and MGM gave a press breakfast for the boys, when they met the chimp and heard him make funny noises in a microphone in a broadcast over WGY.

To encourage attendance by children, Strand, Port Jervis, announced the distribution of 20 scooter skates at a Saturday matinee.

Harry F. Shaw, Loew's State manager, played m. c. for the Washington Bicentennial party of Philo Lodge, F. and A. M., at the Cafe Dewitt, April 5, at Syracuse.

Having his cashier phone people to tell them if they wanted the best housekeeper available she could be found at the Academy, was one of E. J. Cline's "Emma" stunts in Newburgh.

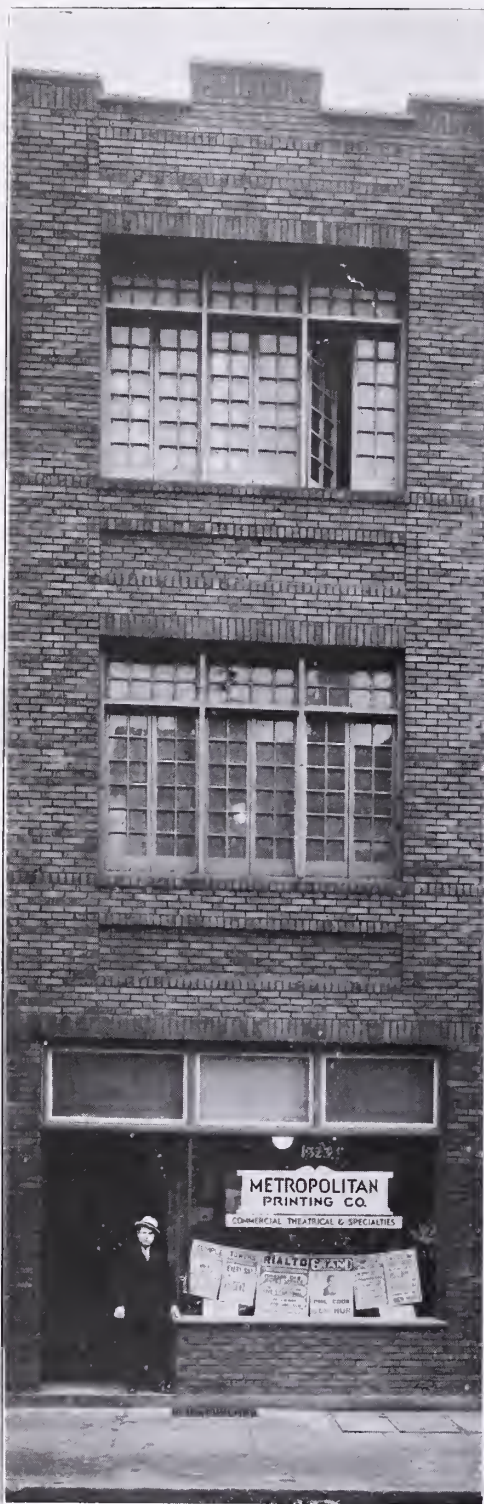
## "They Never Come Back" Is Filled With Action



And Regis Toomey, Dorothy Sebastian, Edward Woods (of "Public Enemy" fame), Greta Grandstedt, Gertrude Astor, Jim Jeffries, Earle Foxe and others are in the cast of this First Division feature now available.



**Metropolitan Home**



And this is the Philadelphia home of the Metropolitan Printing Company, which is offering real printing bargains to exhibitors of this territory.

**Leo Host**

Leo Rosen, Strand, played host to 200 Syracuse department store clerks, who accepted his invitation to a breakfast matinee of "Play Girl." After the preview of the picture, the gals were Leo's guests at a breakfast in a down-town restaurant.

A best smile photograph contest run with his paper got Manager Henry Hof a 10-inch, no-cost ad on "Emma" at the Bardavon, Poughkeepsie.

**Leo Rosen Wild**

Digging up an old-time fire steamer, horse driven and spouting steam from its blackened funnels, Leo Rosen, until recently Warner's Strand, Syracuse, pilot, inaugurated one of the biggest campaigns of the month for "Fireman, Save My Child."

The old-time engine, driven by a man in regulation fire uniform, with another shoveling coal in back, paraded the main streets in advance and parked in front of the theatre for the duration of the picture. Incidentally, Leo ran across a good double for Joe E. Brown for his driver, resulting in questions from the mob as to whether the comedian was actually in town.

**Tubbert Grins**

"Big Bill" Tubbert, Syracuse, Keith's, is wearing a broad grin as the result of the spring line-up of stage and screen attractions just in from RKO headquarters. Some extensive exploitation plans are budding for a "Spring Drive," in which banners are to be strung across all city line intersections, special arches built for the marquee, broadcasting periods arranged and a mammoth bill-posting and street-stenciling campaign.

**Local Exhibitors Will Back Harry Buxbaum Drive**

**Annual Fox Warfare Sees Theatremen Supporting Chief**

The Harry H. Buxbaum drive, the local Fox branch's contribution to the national big push, opening May 29, will see exhibitors in heavy support.

In each territory, exhibitors are swarming to help their Fox exchange chief and this district is no exception.

Harry Buxbaum's popularity will be one of the reasons why the local exchange will probably be way up in front.

From Philly comes word of Edgar Moss' preparations, but this year it is beginning to look as if the Buxbaum standard will come in first.

**"Play Girl" Offers a Couple of Stars**



Loretta Young, Norman Foster, Winnie Lightner, are featured in the Warner hit, "Play Girl."

**Columbia Has New Life Under New Management**



And Mae Clarke, Boris "Frankenstein" Karloff and Constance Cummings will be in the forefront when the new product is released.

**Sherlock Holmes Series Adds Worthy Fourth**

"The Missing Rembrandt," fourth of the Sherlock Holmes series from First Division, is now available for dating. It got its Broadway run at the Strand Theatre, and received a nice hand. Arthur Wontner heads the cast. "Fatal Hour," "Speckled Band" and "Hound of the Baskervilles" comprise the other Sherlock features.



**ADVANCE REVIEWS**

**"One Night of Love"**

Starring Sari Maritza, featuring Hans Albers.

Here it is, a continental cocktail of a mythical empire, expensive, sexy, enticing and filled with plenty of sensational angles.

In short, "One night of Love" is box office, deserving of high pressure selling, because the box office should back up everything the billing calls for. Sari Maritza, latest continental find, is continental enough to be sexy and American enough to carry appeal for all corners of this country of ours. Hans Albers, who mixes American dash with an European way of love making, is bound to appeal to the women.

Supervised by Erich Pommer, "One Night of Love" will make a bid for the women's trade, and the men will go for it, too.

In short, First Division has a show that will call for a lot of adjectives, and, what's more, with Sari Maritza as a name to sell, "One Night in Love" should make the walls bulge.

**Heard In**

**ALBANY**

Mr. and Mrs. Milligan  
Back and So Are Others

**By Bill**

MR. AND MRS. A. E. MILLIGAN, Schuylerville exhibitors, have returned from a month in Florida. . . . During their absence their son, "Lefty" Milligan, has managed the theatre and made extensive repairs. . . . Fire in the booth of the Community Theatre, Fonda, destroyed the film, but was kept inside the booth. . . . Roy Pugh, who also operates a theatre in Altamont, is manager. . . . Jack Harte, General Starke Theatre, Bennington, Vt., has recovered from a siege of rheumatism. . . . Harvey English, of the Capitol, Hancock, recently underwent an operation for appendicitis. . . . Also just coming off the sick list is Jack Goldberg, MGM salesman, Albany. . . . Memorial Hall, Pine Plains, closes for the summer, April 30. . . . Marathon dance at Mid-City Park, Albany, is cutting into the theatres, taking an average of 500 people a night. . . . Bill Denton, Capitol, Elizabethtown, and also the only ice man in his town, has been too busy recently harvesting his late crop to talk films.

INSTEAD OF CUTTING DOWN in quality of show Holy Week, Rose Theatre, Troy, added vaudeville and did capacity

**Dave Nolan Passes and Rochester Mourns**

Death came suddenly to David J. Nolan, manager of Loew's Rochester Theatre, March 29. He was returning from Buffalo with a group of friends in a taxicab. The cab skidded, smashed into a telephone pole and pinned Manager Nolan under the wreckage. He died on the way to a hospital.

Dave, who had been at the Rochester about two years, was one of the most popular managers ever in the city. Friends, high and low, including city's most prominent citizens and officials, attended the funeral and served as bearers.

He was 36 years old and unmarried. Born in North Adams, he was graduated from Holy Cross College and served overseas in the World War. He was one of the organizers of the American Legion in Paris. He began theatre business as assistant manager of the RKO Palace, Cleveland, then joined Loew's as manager of a house in Baltimore. He opened the new Loew's Theatre, Akron, O., and then came to Rochester as successor to H. M. Addison. His was considered a rapid rise in the business and he was a successful and able executive.

**Local Contingent Attends Jules Levy Affairs**

New York was well represented at the dinners tendered to Jules Levy, RKO-Radio-Pathé sales manager, held in Philadelphia and Baltimore, recently. More than 40 attended the Philadelphia session, making the trip in special cars.

Louis Nizer, Fred McConnell, Rudy Sanders, Harry Thomas and others spoke, while wires came from many who were unable to attend, including Joe Lee, the Jersey Chinaman; Harry Buxbaum and others. Look at the photos on another page to get a glimpse of the metropolitanites.

**Airminded**



Not many theatre managers would care to perform their own publicity stunts when those stunts are in the air, but Manager Kenneth McMahon, Shine's State, Rochester, not only can fly a plane but does. He took this Waco plane up over his theatre to advertise "Hell Divers."

business even on Good Friday night. . . . Charles Marshall, Bridge Theatre, Ausable, and also a storekeeper next door to his theatre, has bought out his partner. . . . Mrs. J. C. Carpenter, Lake George, and Mr. and Mrs. Bob Yates, son-in-law and daughter of Mrs. Carpenter, have returned from a winter in Florida and will open their theatre in May. . . . Charles Sessonsky will soon open the Temple, Carthage, which has been closed for two months. . . . Watertown is one New York State city that has not been badly hit by the depression. . . . Reason, it does not depend upon any special industry for prosperity. . . . John Christie is renovating his Strand Theatre, Watervliet. . . . Ben Stern, former manager of the Warner Avon, Utica, has been succeeded by Bert Hoffman, formerly of the Warner publicity department, Jersey City.

**Flesh at Century, Rochester**

Century Theatre, Rochester, is inaugurating a new policy which includes a single stage act intermittently in addition to the feature film policy now in vogue, with Robert E. Hicks, manager. If these go over in a big way, it is likely that a regular vaudeville policy will be put in.

**Curtain Trouble**

Broadway (Publix), Newburgh, which put on stage shows two nights a week in competition with New State, ran into a bit of trouble from city authorities because of absence of fireproof curtain.



**Talks to ALL Theatre Folks**

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Five Minutes' Walk to Fifty Theatres

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 Heard In
 

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**BUFFALO**  
 All Hands Out to Help Sid Samson

 By Mary Ann
 

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LEW BLUMENFELD, assistant manager, Fox, Buffalo, has organized all the employees of the branch into a committee for the success of "Sid Samson Month." . . . On this committee are Buffalo city salesman, Emmie Dickman, and Bill Rowell, for Rochester and Syracuse. . . . Rene Craven, bookkeeping department, and Margie McBride for publicity. . . . Purpose of this drive is to obtain play dates from the exhibitors in this territory for the exhibition of Fox features during the period of the drive from May 29 to July 2. . . . Play dates will be material evidence of the esteem in which the Buffalo branch manager, Sid Samson, is held by the exhibitors, and, further, in appreciation of the service and co-operation extended by the entire staff of employees of this branch. . . . Blumenfeld reports that exhibitors are already reserving play dates for Fox pictures during the drive period, also that a number of exhibitors deem it a privilege to be able to co-operate with his committee.

**EXHIBITOR MEMBERS** of the M. P. T. O. have offered to sponsor the Sid Samson Month campaign by pledging themselves to use as many Fox pictures as they possibly can during the drive period. . . . Following exhibitors have agreed to serve as a committee to further the success of the above campaign. . . . J. H. Michael, president, M. P. T. O.; Harry Berinstein, Ithaca theatres; M. B. Comerford, Binghamton theatres; H. B. Morse, Elmwood Theatre, Penn Yan; D. Cohen, Binghamton Theatre; Bill Tishkoff, Murray Theatre, Rochester; James Roe, Palace and Turnhall Theatre, Syracuse; Marshall Taylor, Central New York theatres, and have already signified their intention to actively serve on this committee.

**ALL THE BUFFALO FRIENDS** of Dave Nolan, manager, Loew's Theatre, Rochester, were shocked to hear of the fatal accident in which Dave lost his life. . . . E. K. O'Shea, manager, Metro, was one of the active pall-bearers at the funeral. . . . Sid Samson, Fox; Harry Seed, Warner Brothers; Jack Kaplan, United Artists; Otto Siegel, Universal; Abe Harris, Metro; Jim Spear, Paramount, and Joe Weinstein, Publix, were among the Buffalo film men who attended Nolan's funeral. . . . A floral tribute was sent to express the sincere sympathy of the Buffalo film colony. . . . Kenneth Robinson, Albany branch manager for Paramount, has assumed charge of the Buffalo branch, succeeding Marvin Kempner. . . . Members of the Film Board of Trade have invited all members of the film industry, including exhibitors and distributors and their friends to join them in a testimonial dinner, given to honor their friend and associate, Marvin Kempner, next Monday at 6.15. . . . Parties will leave by motor from the Pathe and Fox exchanges for a rendezvous in Canada. . . . Charles Hayman, president, Lafayette Theatre Corporation, arrived in Buffalo with a deep coat of tan from Coral Gables, Miami, where he spent the winter, and was greeted by a typical Buffalo snowstorm.

**SCREENING** of "Amateur Daddy" was held at the Fox projection room recently, showing was attended by a number of lead-

**Skouras Alone in Norwich**

An explosion in a restaurant next door to William Smiley's Norwich Theatre took the theatre with it, completely wrecking both buildings. The explosion occurred when nobody was in the theatre. Smiley was lessee of the house and is now without representation in Norwich. This leaves Skouras alone with the Colonial Theatre.

ing exhibitors of the Buffalo territory. . . . **Bry Stoner**, MGM Cleveland booker, spent the week-end in Buffalo. . . . **Phil Biamonte** took over the Falls Theatre, Niagara Falls; **Jack Whitney** retiring. . . . **Auditorium Theatre**, Andover, having been dark for the past six months, has just re-opened under the management of D. Smith. . . . **J. M. Cummings**, MGM auditor, spent the past two weeks in the Buffalo office. . . . **Al Becker**, manager, National Theatre Supply Company, has just announced his firm's new location as directly opposite the film building, at 500 Pearl Street.

**WARNER BROTHERS'** preview of "Crowd Roars" was held before a select group of the film colony at the Great Lakes Theatre. . . . May is Harry Thomas month date drive. . . . F. D.'s ultimate aim is to open a flock of new branches. . . . First Division just opened another office in Albany, with Bert Fries, manager.

**MR. AND MRS. A. C. BEHLING** closed their Fillmore Palace Theatre during Holy week, but re-opened Easter Sunday. . . . **Wim—Wigor—Witality!** Emmie Dickman, city salesman for Fox, just recently joined the Buffalo Athletic Club. . . . **J. J. Schmitzer**, home office representative, RKO, spent the past few days in the Buffalo office. . . . **Harry Dixon**, RKO, Buffalo branch manager, has just returned from a visit at the home office. . . . **Ned Kornblite**, Binghamton, showed up in Buffalo the other day, but forgot his promises at Friel's restaurant. . . . **Frank McCarthy**, branch manager, Universal, Boston, gave his many exhibitor and distributor friends a real treat when he appeared unexpectedly in their midst. . . . Frank was formerly manager of First National in Buffalo, having spent ten years at that job. . . . **Min Ryan**, MGM's capable office manager, has a brand new nephew. . . . His name is Donald Frances Harter and he weighs 8½ pounds.

**CHARLES MARTINA**, Family Theatre, Mt. Morris, announces that his other theatre, called Martin's Hall, is now a bowling alley. . . . Charlie also stated that all the Martina houses are now equipped with RCA sound equipment film only. . . . **Nunda**, Nunda; **Naples**, Naples; **Star**, Dansville and Family, Mt. Morris. . . . **Mat Konczakowski**, Grand and Marlowe Theatres, Buffalo, also announces RCA. . . . **B. L. Darrow**, MGM exploitation man, has been in Buffalo exploiting "Tarzan." . . . **Charlie Johnston**, Albany branch manager, Columbia, spent a few days in Buffalo. . . . **Al. Teschemacher**, booker, Hollywood Pictures, took his wife to the hospital for an operation recently. . . . Reports are that she is convalescing. . . . **Harry Seed**, Warner Brothers branch manager, returned from visiting his father in New York. . . . **George Phillips**, Schiller Park, and **Harry Gilbert**, Riviera, Syracuse, were in town booking recently. . . . **District manager Milton Kusell**, Paramount, spent a few days in town.

**EXTENSIVE EXPLOITATION CAMPAIGN** was put over by the Shea publicity forces on "Tarzan." . . . Theatre increased its advertising budget also in the newspapers, and used 24 sheets for the first

time in many months. . . . Chevrolet tie-up which the Buffalo Theatre has been working with the Kleen-Maid Baking Company is attracting extra business. . . . **Harry Keller** was in Buffalo last week working on Vincent Lopez publicity. . . . There was a peach of a tie-up with the Manru Coffee Company, in which 500 cards were distributed by the coffee company. . . . **Bill Brereton**, member, Shea publicity forces, has just had three of his tusks removed, which leaves Bill with about half a tooth to fight those Laube meals. . . . Buffalo Theatre, in exploiting "Fireman, Save My Child," had an antique fire wagon in front of the house for a few days. . . . This antique fire wagon was loaned by Fire Chief Hedden, who is going to also use it in the Buffalo Centennial this summer. . . . Ten thousand "Heralds," match packages also were promoted to put in special envelopes with a tie-up gag in front and distributed to cigar stores down town. . . . The theatre also tied-up with a special Argentine display, which were placed throughout the city; special cards were also placed in the city fire house.

**TOMMIE McAULIFF**, Buffalo's sensational armless golfer, who has appeared at the Hip before, is now coming to the Buffalo Theatre in a Fancho Marco Revue. . . . **Joe Weinstein**, finest booker in the Paramount-Publix Corporation (adv.), has gone to New York for a few days. . . . **Harry Berman** is back on the job at the Publix offices after a mild attack of grippe. . . . **John E. Carr**, who took over the managerial reins at the Century, vaudeville-picture policy, was kept on the jump arranging the thousand-and-one details preliminary to opening. . . . Mayor Charles E. Roesch spoke at the opening and the famous Buffalo Drum Corps of the American Legion put on a special parade down Main Street and played in front of the theatre as a tribute to Michael Shea.

**STAGE HANDS AND OPERATORS** of Buffalo held their annual ball Easter Monday night in the Elmwood Music Hall. . . . **Marie Ball**, secretary to V. R. McFaul, is back at her desk after spending several days at home doctoring la grippe.

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**Convicts Wonder**


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**Ralph Pielow**, MGM manager in Albany, frequently loans film to the Great Meadows State Prison at Comstock, where there is a fine auditorium equipped with sound.

Recently, Ralph, Mrs. Pielow and **Ted Prober**, MGM booker, motored to Great Meadows with a print of "Hell Divers" for the prison show. After the screening, Warden Joseph Wilson took the stage and told the men that Pielow and MGM had loaned them the picture and that Pielow would come to the stage to receive their thanks.

Mrs. Pielow and **Ted Prober** were in the audience, and in his speech Pielow referred to the fact that his wife was present and glanced in her direction. He also said, "And I have a fine young son." He did not mean that **Ted Prober** was his fine young son, who is at military school, but the prisoners looked around at the youthful and attractive Mrs. Pielow and wondered how **Ted Prober** could be her son.

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## Buffalo Exhibitor Unit Holds Its Monthly Meeting

### District Attorney Newcomb Talks on Law Enforcement

Regular monthly meeting and luncheon of Buffalo Motion Picture Theatre Owners was held in the Hotel Statler, April 4, at 12.30.

Jules H. Michael, M. P. T. O. chairman, presided.

Guest speaker was District Attorney Walter C. Newcomb, who spoke on "Prevention of Crime, Theory of Punishment, Gangster and Racketeers," and his own particular problems. Following District Attorney Newcomb's talk, Kenneth Robinson, former Albany branch manager for Paramount, who assumed charge of the Buffalo branch, succeeding Marvin Kempner, was introduced. Marvin Kempner testimonial dinner was discussed and final arrangements made.

E. K. O'Shea, Metro, in his talk, very emphatically impressed on those present the fact that one of the main reasons the theatre admission tax was defeated in Albany was due to the fact that the Buffalo branch of the M. P. T. O. made arrangements with the Western Union to flash every Western Union station throughout the country to get in touch with local exhibitors in their particular towns and have the exhibitors wire their respective representatives in Albany and Washington to oppose the admission tax. This, among other things, was accomplished through the efforts of the Buffalo office of the M. P. T. O. and a rising vote of thanks was given to Jules H. Michael, chairman.

Discussion on daylight saving was next in order. J. H. Michael suggested that one way to combat this evil in the theatre would be to open the neighborhood theatres one-half hour later in the evening, believing that this would increase the patronage.

Motion was made and seconded that the secretary of the M. P. T. O. send a letter to every exhibitor in the city getting their reaction on this subject. Jules Michael explained the reduction rider on service charge on RCA equipment.

The subject of reduction in electric rate was further discussed. A summary of the M. P. T. O. A. convention in Washington was distributed in printed form, and a report of the committee attending the conference was made.

### Mother's Day Short

National Screen Service has available for booking immediately a timely short subject devoted to Mother's Day, next month. The subject, which is extremely touching and filled with sentiment, would be of value in any house, as it pays homage to Mother. Get in touch with your local National Screen Service office for bookings.

### Charming Couple



And Sari Maritza and Hans Albers are starred in "One Night of Love," sensational UFA-First Division production to be seen on Broadway soon. Sari Maritza, the latest continental sensation, will make her bow in the picture. She is on the Coast, now, in a Paramount production. "One Night of Love" should prove a hit of the season.

## Newburgh Ex-Mayor Denies He Played Politics

Orange County Grand Jury is investigating a complaint by former Mayor James D. Tweed, Newburgh.

He claims he has been libeled by the Washingtonville "Courier" in connection with a charge that as agent for stage hands he was instrumental in closing stage shows in the Broadway (Publix) Theatre, Newburgh, because of the absence of asbestos curtains. These shows were given weekly on Thursday and Friday nights in competition with the New State, which runs vaudeville regularly.

The former mayor takes particular exception to an alleged statement by the "Courier," that he has a financial interest "in other theatres."

Among witnesses before the Grand Jury have been Harold Gabrilove, manager, Broadway, and William Mabie, city building inspector, who have backed up Tweed's assertion that the demand for the installation of fireproof curtains, if stage shows were continued, came from the city authorities.

### Sobel Under Arrest

Eli Sobel, Rome, former lessee of the Park Theatre, Camden, is under arrest, charged with arson, first degree. He is charged with having attempted to burn the Camden Theatre night of January 24, last.

State troopers were called at the time of the blaze by Mrs. James LeRicheux, owner of the building, when she claimed she detected the odor of gasoline.

## Women's Groups Lead Attack on Bill Repeal

### Theatre Owners Want Billboard Measure Banned

Jersey civic societies and women's organizations are strenuously opposing the Rafferty measures for repeal of the billboard law and enactment of a new bill to lower license fees.

Three measures passed in the House of Assembly, but stiff opposition is encountered in the senate, many Republican members being opposed. Miscellaneous Business Committee of the senate has not reported the bills for a vote. E. Donald Sterner, Belmar; David Young, Towaco, and Edward P. Stout, Jersey City, comprise the committee.

Billboard companies, outdoor advertisers and theatre and motion picture exhibitors are advocating enactment of the measures. Sidney Samuelson, president, Allied Theatre Owners of New Jersey, is active in support of the measures.

## SECOND SIGHT

### "Scarface"

Whether it fails to glorify the criminal or not, "Scarface" will go down into movie history as the strongest, the best gangster story of all time.

As such it deserves fair consideration by the censors, strong support by exhibitors, and will certainly get plenty of attention at the box office.

"Scarface," providing it isn't clipped by the censors, remains a great preaching against gangdom. It places the question of gang rule before the public, and asks the public to answer it. "Scarface" remains an indictment of the lawless element of this country, stronger than the most powerful editorial, more potent than myriads of protests.

Howard Hughes may well be proud of his effort. Players, Paul Muni, Osgood Perkins, Ann Dvorak, Karan Morley, Boris Karloff are perfect in their characterization.

Backed by municipal authorities, advocated by state officials and endorsed by the leaders in every branch of law-abiding society, "Scarface" might well become a gospel of its own kind. Allowed to be presented as shown at preview, "Scarface" might help check the growth of gangster government.

Clipped, cut, edited, it loses its punch and message. —J. E.

### "Amateur Daddy"

Fox has produced one of those program gems that come up unexpectedly. "Amateur Daddy," with an acknowledged "Daddy Long Legs" motif, should make audiences plenty well satisfied.

Warner Baxter's following will be pleased and the box office should be likewise. True, there's nothing big about the production, but when a clean, wholesome, entertaining picture comes through these days, that's something any company can boast of. —J. E.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Doomed Battalion"—U

Tala Birelli, Luis Trenker, Victor Varconi.

Here is something different from Universal, with a scenic background especially thrilling, a war story that few can compare with for interest, and a punch that action audiences will go for. "Doomed Battalion" is a showman's picture, deserves exploitation aplenty. There are no names to sell, but the appeal of the show rests in its story and direction.

Estimate: Different and undoubtedly box office.

## "Young America"—Fox

Spencer Tracey, Doris Kenyon, Beryl Mercer, Ralph Bellamy, Tommy Conlon, Dawn O'Day, Raymond Borzage.

Welcome a story that all audiences should acclaim. "Young America" contains the elements that make for box-office happiness, with Frank Borzage's direction to top it off. Tale of a couple of youngsters who steal to get medicine, "Young America" hops into a juvenile court and develops into an adult yarn. And it's good.

Estimate: High rating program.

## "Missing Rembrandt"—FD

Arthur Wontner and an English cast.

Another Sherlock Holmes feature and one that is likely to find the same favor as "Speckled Band." With Arthur Wontner back as Sherlock Holmes, the latest of the detective dramas has enough interest for high-class audiences. "The Missing Rembrandt" is a popular Sherlock Holmes tale, and should provide the same satisfaction as the others.

Estimate: Up to standard.

## "Rich Always With Us"—WB

Ruth Chatterton, George Brent, Adrienne Dore, Bette Davis, John Miljan, Mae Madison, John Wray, Robert Warwick, Virginia Hammond.

Another one of Chatterton's highbrow pictures and about on a same par as her others. The picture has been given an expensive mounting, but doesn't shape up as much more than her average type of pictures. Chatterton, however, is still box office and the title is intriguing.

Estimate: Suitable for Chatterton fans.

## "This is the Night"—Para

Lily Damita, Charles Ruggles, Roland Young, Thelma Todd, Cary Grant, Irving Bacon, Claire Dodd.

Frivolous, light entertainment of the variety that usually falls into the hands of Master Lubitsch. With a mix-up of wives and husbands, a Venetian background, and fine direction, "This Is the Night" manages to corral a lot of laughs, enough to guarantee audience approval.

Estimate: It is buoyant, amusing.

## "Night World"—U

Lew Ayres, Mae Clarke, Boris Karloff, Russell Hopton, Dorothy Revier, Bert Roach, Dorothy Peterson, Hedda Hopper, Clarence Muse, Florence Lake, Gene Morgan, Huntley Gordon, George Raft.

After a phase when that type of story was absent, Universal hands us "Night World," with a night club background, a group of favorites and an adult story. With the names that can be sold, a type of yarn that rarely fails to hold interest, and competent direction, "Night World" should not be a headache for the exhibitor. True, the story may seem familiar, but most pictures can be accused of that, anyway.

Estimate: Adult picture of nice appeal.

## "County Fair"—Monogram

Hobart Bosworth, Marion Schilling, William Collier, Jr., Ralph Ince, Kit Guard.

Race track yarn handled in a professional manner. "County Fair" is an independent production of merit. What it lacks in plot development it makes up in speed. Result is an interesting programmer.

Estimate: Nice indie show.

## "Explorers of the World"—Inde.

A compilation of six distinct expeditions, retaining the best portions of each.

A bit better than the usual travel picture, "Explorers of the World" will hold up wherever the audience understands and appreciates that kind of entertainment. Virtually, it carries the punch of six different travel pictures, with enough variety to keep the proceedings from getting monotonous.

Estimate: Satisfactory travel material for certain types of houses.

## "Cossacks of the Don"—Amkino

Foreign importation with foreign cast.

Some of the Amkinos might find a place on some domestic programs, but "Cossacks of the Don" is one of the inferior importations. Why this was ever produced by Amkino is a mystery, as the show is far gone from the usual standard set by the Russians.

Estimate: Pretty bad.

## "Symphony of 6,000,000"—RKO

Ricardo Cortez, Irene Dunne, Anna Appel, Gregory Ratoff, Lita Cheever, Noel Madison, Helen Freeman, John St. Polis.

Producers have been aiming for a picture that could duplicate the appeal, sentimental and box office, of "Humoresque." "Symphony of 6,000,000" may do it if the marquee is long enough to get the title on. With a Ghetto background, the Fannie Hurst touches and shovels and shovels of emotional angles, "Symphony" should prove a box-office success. Radio, it appears, is hitting its stride.

Estimate: Looks like big money.

## "Midnight Patrol"—Monogram

Regis Toomey, Betty Bronson, Edwina Booth, Mary Nolan, Earl Foxe, Robert Elliott, Mack Swain, Snub Pollard, Mischa Auer, Tod Sloan, Jimmy Jeffries, Ray Cooke, Eddie Kane, Harry Oliver, Wilfred Lucas.

Hats off to an independent producer that has manufactured a piece of real value. "Midnight Patrol," with a diamond-studded cast, is swell entertainment and deserves a big hand. If more independents were like Monogram and invested in names then maybe the whole business would benefit.

Estimate: Excellent.

## "One Night of Love"—FD

Sari Maritza, Hans Albers.

Excellent continental production that has a domestic appeal, especially for the women. With a title that's intriguing, a Monte Carlo background that looks and is expensive, and a star in Sari Maritza, "One Night of Love" is headed for big box office. Maritza, latest import flash, will mean bigger and better grosses. She has loads of what it takes.

Estimate: Excellent.

## "Limpy"—MGM

Jackie Cooper, Chic Sale, Dorothy Peterson, Ralph Graves, Helen Parrish, Andy Shuford, Oscar Apfel.

Thanks to Jackie Cooper and Chic Sale, the story has lots of human interest and emotional appeal, but it is questionable whether or not the star characterization can triumph over a weak yarn. Jackie Cooper is immense, while Sale was never better. At any rate, it will be liked by those enjoying clean entertainment.

Estimate: It has possibilities.

## "Avalanche"—FD

With a foreign cast.

Scenically it is a treat, and with an action-filled tale to back it up, "Avalanche" provides a different sort of yarn. There have been few domestic products that can compare with it for novelty.

Estimate: Different and high rating.

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Vol. 4—No. 16

NEW YORK, APRIL 25, 1932

PRICE, 15 CENTS

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# SOCKING DEPRESSION FOR LOOP ALL OVER THE COUNTRY!

**NEW YORK**—Paramount—"Shopworn", house trotting toward \$60,000. —Variety

**BROOKLYN**—Paramount—"Shopworn" will finish to a fine \$55,000. —Variety

**CHICAGO**—Chicago Theatre—Heavy business at \$45,900 despite Holy Week. Previous picture \$30,800. —Variety

**INDIANAPOLIS**—"Shopworn" tops Indianapolis with \$25,000 at Indiana Theatre. —Variety

**BALTIMORE**—Keith's—Big Money, \$20,000. Previous picture \$12,000.—Variety

**BUFFALO**—Lafayette Theatre—Record Sunday draw and approached an all-time draw, more than doubling par. Gross \$19,400—(Average, \$8,500.) —M. P. Daily

**PITTSBURGH**—Warner—"Shopworn" Barbara Stanwyck coming along as B. O. figure. Should muster better than \$9,000; above recent average; previous picture \$7,000. —Variety

**DES MOINES**—Paramount—"Shopworn" took \$1,000 over average for four days with \$7,000. —M. P. Daily



# BARBARA STANWYCK

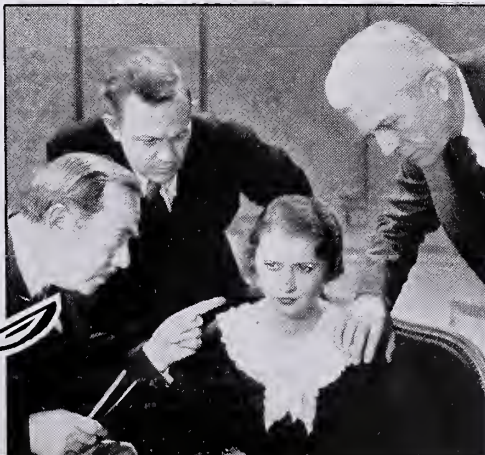
*Here, Showmen, is  
Columbia's answer to  
what the public wants!*

in "SHOPWORN"

THE LINK BETWEEN  
SHOWMEN AND PROFITS

Apr25'32 pg. 3

*Columbia*



**EVERYBODY'S  
PICTURE!**

with  
**REGIS TOOMEY  
ZASU PITTS**

Lucien Littlefield — Robert Alden

Story by Sarah Y. Mason  
Dialogue by Jo Swerling and Robert Riskin  
Directed by



# A Plain Statement of FACT

# Ruth Chatterton

## *in* "The Rich Are Always

Ruth Chatterton's newest picture, "The Rich Are Always With Us," is ready for release. It is her first picture for Warner Bros.

That means a lot to us, and here are some facts that should mean a lot to YOU:

Miss Chatterton became a Warner Bros. star at the height of her career. She has come to us with an understanding whose terms assure her

of full scope for the display of the talents and the personality that have made her so great a star, especially in her appeal to women.

*It is the first time she has had such scope.*

She has found, in her alliance with Warner Bros., *understanding, business acuteness and whole-hearted co-operation.* For these reasons she has found happiness and contentment in her



# regarding

Apr25'32 pg. 5

## With Us.”

work at the Warner Bros. studios, and the first result, “The Rich Are Always With Us,” we honestly believe presents her in the greatest role that she has ever portrayed on the screen.

**IT IS GREAT ACTING FROM A CONTENTED ACTRESS.**

You owe it to your patrons to play “The Rich Are Always With Us” at your theatre, *and you owe it to your theatre to obtain for it the distinc-*

*tion and prestige that the star and the picture will bring.*

Drama, romance, humor, pathos—“The Rich Are Always With Us” has them all. Above all, it has Ruth Chatterton *in a role that is at last worthy of her ability, beauty and charm.*

Think it over—but don't think too long!



A FIRST NATIONAL PICTURE  
VITAGRAPH, INC., DISTRIBUTORS



# The New York State EXHIBITOR

Issued on the Tenth and Twenty-fifth by

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April 25, 1932

### A Problem Solves Itself

GIVEN enough time to prove its merits or demerits, any problem in this industry will either solve itself or become a minor aggravation, ultimately disappearing from view.

Percentage, it would seem, is about to be placed on the distributor's operating table, to be treated for a bad case of depression, or to be allowed to die peaceably and unmourned by the exhibiting or distributing fraternity of this business.

This season has been a profitable one for the distributor from the standpoint of experience. True, his grosses have not approximated those of the boom years, but the sellers of film must have learned a lesson. Where the house cannot make money, invariably neither can the distributor. And the depression of 1931-32 proved this point.

The same note is sounded on the West Coast, where, if trade gossip is again correct, the brothers Skouras have set their foot down on percentage agreements in operation of the Fox West Coast circuit. The brothers, it appears, must show a profit after a year of operation, or else sever their connection with the chain, returning their salaries. This does not stop them from withdrawing at any time. As the recognized doctors of sick theatres by the trade, they should make good.

Aside from the usual Skouras system of cutting overhead, getting a better deal from the unions, and rearranging zones, the significant development appeared when the Skourases are supposed to have declared that as far as they are concerned percentage engagements are out. In so doing, these independents who seem to benefit from affiliated entanglements but who get the advantages of independent operation have given the signal for other independents to follow.

It has long been established that the percentage-seeking distributor cares little for the overhead of exhibitor. Likewise, why should not the theatreman declare that he is not interested in the high overhead of the producer? If it works one way, why not the other? If it were not for the initiative of the exhibitor, in building huge theatres, expensive, difficult to run, with high overhead, how could the producer have ever hoped to get outlets which might return his investment in a huge financial undertaking? It was the exhibitor who forced a change in production for the better by erecting these huge palaces of the cinema.

The Skourases, glancing at their overhead, opening one eye toward business conditions and noting the

demands, via the percentage route, of the distributor, have apparently come to the conclusion that percentage is an impossibility as far as they are concerned. Whether they will be successful in their stand is undetermined, but there are reasons why they should be.

Signs point to the fact that generally the distributor would be far more satisfied to make outright deals than work on percentage.

Because business has been off, because only a few pictures have been profitable grossers, the distributor has not benefited to any great extent in all percentage engagements. In many cases, his return would have been greater under an outright buy. Then he would not have to worry about checkers, have to wonder whether or not the box office total he receives is the actual truth or come to the ultimate conclusion that he would have been better off in the long run if he had made an outright deal.

Granted that the distributor's return on a few pictures has been overwhelming, but how many branch managers will like to make topic of conversation out of some of the pitiful returns from other engagements on weak sisters?

Plenty of exhibitors have successfully barred attempts to make them play percentage. Some exchanges seem satisfied with their returns under the outright buy. These same distributors retain the customer's good will, because there can be no suspicion of dishonesty on the part of the exchange, no feeling, on the exhibitor's side, that he is being placed in the category of someone suspected.

The brothers Skouras, as independents, deserve a vote of thanks if they can block this percentage ogre. With a new selling season about to begin, the distributor and exhibitor on as even a plane as this industry has been in the last decade, a growth of independent production to foster competition, a rebirth of independent organization, and a determination on the part of the independent exhibitor that the major exchanges need him more than he needs them, perhaps there is reason to believe that percentage, a problem of this business since its inception, will solve itself.

### Clear Picture


AFTER the legal department of the producers and the M. P. D. A. interprets the decision legalizing block booking and after the attorneys for the exhibitor group point out the rainbow as they see it, theatremen will still want to know what this has to do with tying in of shorts with features.

A myriad of promises descended upon this business when first the protests over tying in of shorts resulted, but, apparently, they meant little. Any exhibitor knows what the actual condition is.

Of course, positive evidence that the exhibitor does not have to buy shorts because of features may be found in any Educational exchange. Educational always has and always will base its plea for support and financial success on the quality of its shorts.

Perhaps that is one of the reasons why Educational, under the guidance of Earle Hammons, has come along as successfully as it has.

After all, the good will it receives must be of some value.





# Hollywood Conference Finds Branches of Industry Discussing Trade Problems

## Kent President

Sidney Kent has been elected president of Fox Films.

E. R. Tinker becomes chairman of the board, succeeding Harley Clarke, who remains a director.

## Harry Thomas Dinner Expected to Set New Mark

### Record List of Exhibitors and Film Men on Committee

Testimonial dinner to be tendered to Harry H. Thomas, president, First Division Exchanges, Inc., at the Hotel Astor, May 9, at 7.30 P. M., is expected to set a new record for such affairs.

Already the list of those attending includes the bluebloods of the local and eastern film world.

The committeemen are as follows: Rudy Sanders, chairman; Max Cohen, chairman, entertainment committee; Louis Nizer, toastmaster; Otto Lederer, treasurer; Moe Sanders, secretary; Leo Brecher, Leon Rosenblatt, Charles O'Reilly, Sam Rinzler, Lawrence Bolognino, Lee Ochs, A. H. Schwartz, Charles Moses, Ben Sherman, Sidney Samuelson, Joe Schoen, Julius Charnow, W. Ray Johnston, Arthur Lee, Moe Streamer, Joe Lec, Jay Emanuel, Izzy Rappaport, Red Kann, Marvin Kirsch and Arthur Greenblatt, associate chairmen.

Delegations from Baltimore, Washington, Philadelphia, Albany and Buffalo, as well as the Middle West, are expected to attend the affair.

The entertainment committee has already secured acts from the leading Broadway musicals and vaudeville shows. A banner group of attractions has been promised.

The dinner was arranged as a testimonial to a man, who is probably the foremost independent exchangeman in the country, as a token of the film world's esteem of him.

### Powers Appoints

George Dillon, who has been appointed manager of the New York Powers Pictures exchange, has had a varied career in the industry. For many years eastern division manager for Pathe and later general manager for the Springer-Cocalis circuit and latterly in the laboratory field, he brings ripe experience and knowledge to his new connection.

F. Ray Powers and Fred A. Rice will operate Powers Pictures exchanges in the Albany and Buffalo territories. F. Ray Powers is a pioneer in exchange operation and distribution and was for two years secretary and treasurer of Powers Cine-phone Equipment.

## Lightman for Independents, Kent Representing Distribution, Main Speakers at Coast Parley — First Meeting of Various Divisions Ever Held

Important questions affecting the future of the motion picture industry will be discussed by both east and west leaders at an industry conference of Hollywood's actors, directors, producers, technicians and writers, sponsored by the Academy of Motion Picture Arts and Sciences, April 27. Sidney Kent, newly elected operating head of Fox Films, and M. A. Lightman, president of the Motion Picture Theatre Owners Association, will be the principal speakers.

Kent arrived in Hollywood with Conrad Nagel, Academy vice-president, who is returning from a three months' tour of the country, during which he explained Academy aims and activities before civic organizations in over 50 cities. Lightman traveled from his home in Memphis, Tennessee.

Invitation by the Academy to leaders in other branches of the industry to come to Hollywood to discuss the problems in the exhibitor and distributor field marks a new departure in the organization's policy, which has heretofore been concentrated upon the closer relations existing between the five branches of the production end of the industry.

Important points which are facing the industry today, and which are to be discussed at the Academy conference from a distribution and exhibition viewpoint, include:

**Are there too many theatres in the United States? Should the number of pictures made each year be increased or decreased? Is the so-called "double-feature evil" really an evil and how long may it be expected to continue? When does economy cease to be good business? What will be the new trends in public entertainment demands?**

In addition to discussing present conditions affecting the continued vitality of the motion picture as an industry and as an art, Kent is expected to announce the policy of the Fox Corporation under his regime.

M. A. Lightman comes to the conference representing the viewpoint of the independent theatre owner.

He is thoroughly familiar with the problems of the motion-picture exhibitor. Lightman's attitude is expected to be based upon his recently expressed statement that "it is a well-known fact that we gain more with bricks by laying them than throwing them."

### Brown at Columbia

George Brown, well-known motion picture executive, has been appointed director of advertising and publicity of Columbia Pictures, succeeding Bruce Gallup, who has resigned to become associated with Donahue & Coe. Brown assumed his new duties on April 18.

Prior to entering pictures, Brown was a newspaperman. Since entering the film industry he has been identified as advertising manager of Universal and Warner Brothers and was also associated with RKO theatres.

## To Be Honored



Harry Thomas

### Public Shifts

The Second Avenue Public Theatre is now being operated by Moe Gostorsor, Astrophel, Inc.

House will play vaudeville and pictures. Operator formerly had the Alhambra, Manhattan.

### Empire, Brooklyn, Pop. Prices

Empire, Brooklyn, formerly a burlesque citadel, becomes a movie shrine under Weinstock and Brandt direction.

Dime and 15-cent policy for the 1,700-seater.

### Kerman Takes Bluebird

Because the previous operators were dispossessed, Moe Kerman has taken over the Bluebird, Brooklyn.

He's the landlord.

### Film Board Moves

Film Board of Trade is now located at 1501 Broadway, room 1812.

Phone number is Chickering 4-4577. Moved this week.



# Largest Film Turnout in Years Present at Testimonial to Paramount District Chief

## Luncheon Honoring Milton S. Kusell, New York State Division Leader, Proves Signal for Record Attendance — Industry's Leaders Present

Nearly 500 exhibitors, exchangemen and film men turned out, April 19, for the testimonial to Milton S. Kusell, New York state Paramount-Publix division chief, at the Hotel Astor.

No better evidence of the popularity of this distribution executive was needed than the record luncheon, sponsored by local film men.

The executive committee was composed of Leon Rosenblatt, chairman; Henry Randel, treasurer; Earle Sweigert; Joseph Schoen, secretary; Morris Sanders, chairman of arrangements, and Leo Brecher, Louis Frisch, Arthur Greenblatt, Charles Moses, Louis Nizer, Charlie O'Reilly, Sidney Samuelson, Rudolph Sanders, Joe Seider and Jack Springer. Louis Nizer proved an excellent toastmaster.

Meeting of the New Jersey Allied group was called off that the members might attend the function in a body.

Sidney Samuelson, Leon Rosenblatt, Al Lichtman, Milt Kusell, Louis Nizer, George Schaefer, Phil Reisman, Charles Pettijohn, Gabriel Hess and Rudy Sanders were at the speakers table.

### SIDELIGHTS

LEON ROSENBLATT, speaking for the committee, turned over the reins to Louis Nizer, who again proved an excellent toastmaster. He has become the most experienced and the most able of this territory's dinner pilots.

**REVIEWING THE LIFE OF MILTON KUSELL**, Nizer traced his early beginnings, gently chided him, declared that there seemed to be a new slogan at Paramount: "Give a man a promotion and then cut him"—and gave him a neat send-off.

SIDNEY SAMUELSON, speaking for the exhibitors of New Jersey particularly, praised Kusell, declared he was fair and the promotion well deserved.

NIZER, again picking up the program, introduced Rudy Sanders, who related a lot of stories, one particularly concerning his suit against George Schaefer, and his dealings with Lewis Selznick. His tales of the early days of Brooklyn exhibition proved immensely entertaining.

PHIL REISMAN, next speaker, commented briefly, praised Kusell, and stated that if his two sons were like him he would be satisfied.

GABRIEL HESS was then introduced.

CHARLES C. PETTIJOHN declared that it was indeed a gratifying sight to note an assemblage of exhibitors and exchangemen, and declared that the industry must have courage and determination with which to face the future.

## Kaplan Unit Local 306 Suffers Setback in Fight

### Springer-Cocalis Gains Victory From Supreme Court Judge

Local 306, Sam Kaplan headed union operators body, has received a severe setback in its fight to make the town 100 per cent union.

The defeat came in Brooklyn.

Holding that the use of misleading signs in picketing may be more harmful than physical violence, Supreme Court Justice Steinbrink in Brooklyn has permanently enjoined Local 306 from interfering with theatres owned by the Esco Operating Company which, with its affiliates, controls 33 theatres in Manhattan, the Bronx and in Brooklyn.

Injunction was granted on the application of the Esco Company against Local 306, which has been campaigning for several months against the Springer-Cocalis theatres.

The court sustained the plaintiff's charges that the union had engaged in a variety of unlawful activities to destroy the good-will and curtail the patronage of the theatres. The court found that the root of the trouble was a contract entered into between the Esco Company and the Empire State Motion Picture Operators' Union, described as a rival of the defendant union. Under this

CHARLIE O'REILLY, speaking for the exhibitors of New York City, extended the best wishes of theatremen of this territory. He stated that Kusell stood for fairness, and that when exhibitors, in these times, would fete an exchange manager, it meant something.

JOE UNGER, into whose shoes Kusell moved, praised Kusell's ability, asserted that his district was the most important in the country, contributed 20 per cent of Paramount's revenue, and was in capable hands.

TELEGRAMS FROM JULES LEVY, Sidney Kent and Sam Katz were read.

AL LICHTMAN, besides relating some anecdotes, told of the last meeting he attended at the Astor, when he was with Paramount, and exhibitors were threatening to sue because of failure to deliver 30 pictures. He mentioned Harry Buxbaum, who was with Paramount at the time. He made a plea for co-operation, stated the business was beginning all over again, declared that

### About O'Reilly

Louis Nizer said, in introducing Charlie O'Reilly, that he did more and obtained more for exhibitors than any other man in the business.

(Editor's Note: And got less for it.)

contract the Esco Company employed members of the Empire State organization, according to the court, but the defendant union carried on its campaign under the guise of a strike for better working conditions, when actually no strike existed.

The City Amusement Corporation, a co-defendant with the union, and the Women's Union Label Club of the Bronx, had co-operated with Local 306 in holding meetings to "educate" the public away from the Esco theatres, the court found. Among the list of grievances submitted by the theatre company, which the court substantiated, were picketing with signs designed to mislead the public, operating buses giving free transportation from the plaintiff's theatres to those employing members of Local 306, and the use of loud-speaking devices outside of the theatres.

"I do not subscribe to the oft-repeated contention and argument that the use of the word 'violence' in so-called labor disputes is limited always to physical contact or injury," Justice Steinbrink said. "A black-jack applied to a worker's skull may in the long run be less serious than picketing conducted with misleading signs, false statements and publicity, veiled threats by words and acts, and insidious propaganda. The scalp wound may be healed through the surgeon's art, but at a time of economic suffering, when credit and good name are more sensitive to shock than the nervous system, courts must still give some consideration to what former Chief Judge Cardozo speaks of as 'the economic and social needs to which a decision will respond.'"

distribution and production must adjust themselves to meet new problems of exhibition, and said that if the customer made money, so would the producer.

GEORGE SCHAEFER, Paramount sales chief, gave his first public address in this city since he stepped into Sidney Kent's shoes. He paid tribute to Sidney Kent, touched on the problems he had faced, declared that the business was getting back to where it started, said that the surface hadn't even been scratched, said over-seating and overexpansion were big problems of the industry, but that for all that it was a great business to be in. He commended Kusell.

LOUIS NIZER, on behalf of the committee, presented Kusell with a beautiful wrist watch.

KUSELL, in replying, spoke briefly. He thanked the committee for its work, and also extended his thanks to the assembled film men. The three-hour session then broke up.







# Today

Make it a point to speak to your FOX Exchange Manager about the sensational FREE radio build-up on

## **The TRIAL of VIVIENNE WARE**

*It's got the whole  
trade buzzing!*



# Utica Houses Threaten to Close Unless Town Co-operates on Daylight Time

*Smalley, 0; Colgate, 0*

Bill Smalley, Smalley chain, with headquarters in Cooperstown, found a boycott on his hands at his Smalley Theatre, Hamilton. Bill was getting 40 cents top and the students at Colgate University thought that was too much. They asked Bill to drop to 25 cents and Bill refused. So the boys started a boycott on his house, even picketing it. Finally Bill compromised on a 35-cent top and the boys gave in, too.

Heard In

**R O C H E S T E R**  
Nabes Pick Up Amateur  
Night Idea Again

By Eeatch

FLORENCE COLEBROOK POWERS, Rochester, and Donald Sawyer, old-time dance team, reunited for local feature on the RKO-Palace stage by Manager Jay Golden. . . . Auditorium stock is operating on the commonwealth plan. . . . Strikes and lock-outs marking efforts to cut union wages are no help to the depression here. . . . Retail and amusement business is plenty low, with one department store liquidating and another n. s. g. . . . Larry Rich organized fat man's club of 250-pounders during stage visit at RKO-Palace. . . . Manager Rowland G. Edwards playing "Crazy Quilt" one night at the Auditorium.

EDMUND S. HOWARD, publicity man for Loew's Rochester, had plenty of trouble thinking up stunts to let the public know the house was still open after the rental dispute. . . . Nick Lucas and Ken Whitmer had a great time renewing old times when they met here. . . . Neighborhood theatres are going in for amateur nights to give variety to programs. . . . Midnight shows are back, with Capitol and Century competing the same night. . . . Rochester stays on sun time again this summer, one break the theatres get anyway. . . . Manager Florence Melinson, Little Theatre, introduced a fashion show in co-operation with Forman's as a draw for woman patrons.

## Charlie Raymond in Rochester

Charles Raymond, veteran manager for Loew's, Inc., is appointed manager of the Rochester Theatre. He comes from the Valencia Theatre, New York City, to take charge of the house following the tragic death of David J. Nolan.

Manager Raymond had long been a friend of Dave Nolan and they had many mutual friendships.

## 3 in Week for Gabilove

After divers experiments, Manager Harold Gabilove, Broadway (Publix), Newburgh, has found the following schedule of changes most advantageous: Monday for two days, Wednesday for three days, and Saturday only.

## 224 Employees Would Be Thrown Into Unemployment Ranks and Loss of \$12,000 Weekly Payroll Likely — Exhibitors Seek Defeat for Longer Day

With the summer schedule of advanced time in Utica expected to remain unchanged, the Utica Theatre Owners' Association, Inc., has served an ultimatum upon city officials that if the advanced period is not shortened, fourteen houses will close during the summer months.

### Promoted



Bert Leighton

New city manager for Warner Brothers, Utica, is getting acquainted with his new territory. Leighton has four theatres under his direction—Stanley, Avon, Utica and Majestic. Leighton has named Garry Lassman, formerly of Troy and Syracuse, as manager of the Avon, succeeding Burton Hoffman, who has been transferred to Troy. John J. Breslin will continue as manager of the Utica. Ben Stern has gone to his home in Troy. Warner's new city manager came to Utica from the Newark, N. J., territory.

## Port Jervis House Sold

Palace Theatre property in Port Jervis had been sold under foreclosure to Frank Somarelli for \$1,947, subject to two mortgages.

## Rochester School Opposish

One school in Rochester, the Theodore Roosevelt, has installed complete sound movie apparatus and is starting off with the kid films, "Skippy" and "Sooky."

School youngsters raised the money for the installation. Plan of operation is not fully decided, but small fee will be charged for the present.

How much it would affect theatre receipts remains to be seen, as kids usually are keen to see the same film several times and regular houses would usually have first chance at the draw.

The ultimatum carries with it the announcement that closing of these houses means the addition of some 224 persons to the unemployment ranks and a consequent loss of more than \$12,000 in weekly payrolls.

The house stand was agreed upon at a meeting of owners and lessees of Utica theatres at which it was pronounced that box-office records showed the adverse effect of advanced time on their business in the past and that they would need all possible revenue this year in view of current economic conditions.

Utica is all "het up" over the proposal to cut the period of advanced time from five to three months. Hundreds want the present schedule continued, while seemingly an equal number favor the shorter period. Petitions for and against the change are as numerous as pretty poppy saleswomen on the city streets.

A poll of the aldermen, conducted by a Utica newspaper, shows a majority of that body does not desire a change. They claim they are powerless to act, as the five-month period was adopted several years ago by a city referendum, and that if there is any change the people should make it in a similar manner.

A poll conducted by the Chamber of Commerce of mills and other establishments employing help resulted in a six to one vote in favor of the long period. This brought forth a protest from Bert Leighton, resident manager for Fox, who claimed the tally was unfair and inaccurate. He claimed he, as a member of the Chamber, was not permitted to vote, and that the privilege was granted only those favoring daylight time.

## Rittenberg Back in Albany

Shake-up at RKO-Palace Theatre, Albany, resulted in letting out Alton Cook, publicity man, and Tony Morelli, orchestra leader. A week before Mack Edwards, organist, was let go.

Arnold Rittenburg, formerly divisional manager at St. Louis (and before that publicity man and divisional manager in Albany), succeeds Cook in Albany, the divisional managership in St. Louis having been abolished. Francis Murphy succeeds Morelli as leader.

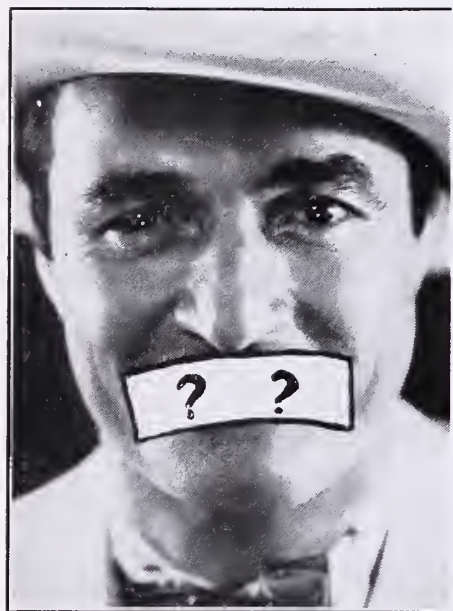
## Union Aids Newburgh

Theatrical employees' union in Newburgh in an advertisement urges patronage of theatres employing union labor and specifies the Academy, Broadway, Cameo, Park and State.



# You'll go nuts over Tom Mix in his first talk- ing picture « « «

Even the fans who own dress suits will go slightly dotty. If you thought that because Mix had been in a hospital he would have to do his stunts in a wheel chair or his galloping on a pair of crutches, you'll think again when you see him do stuff that would make a college athlete dizzy. And "Destry Rides Again" is only the first of



*His first two  
words as a  
Talkie Star  
are addressed*

*TO  
YOU*

# SIX MIX PIX







EXHIBITORS AND MEMBERS of Buffalo Film Board of Trade gave a testimonial dinner to Marvin Kempner, for past years Paramount's Buffalo branch manager. Party was held in Canada and voted a huge success. Sidney Samson, Fox manager, and Harry Dixon, RKO manager, were in charge of the arrangements. Exhibitors from Syracuse, Rochester, Buffalo and other parts of the state, as well as the entire exchange colony of Buffalo, were in attendance. Sidney Pfeiffer delivered a short talk and presented Marvin, on behalf of his friends, a mahogany secretary desk, chair and lamp.

### Heard In

## NEWARK

Ring Host and One Warner House Out of Red

By Bob

DAVID E. WESHNER, Warner's national advertising chief, who still lives in Newark, made a major on Governor Moore's military staff. . . . But he'll remain "Skip" to his many local newspaper friends. . . . Dave Whyte, space grabber for Loew's State, transferred to New York. . . . Succeeded by James Lundy, Washington. . . . "Five-Year Plan," Soviet propaganda, first film in months to take the Little Theatre out of the "red." . . . Master Russell, youthful "mind-reader," clicking in RKO neighborhood houses. . . . Russell picked up by A. Johnnie Mack, former Miner's Empire manager, who found the youngster working his gag in front of factories at noon time. . . . The kid was giving free readings and selling horoscope charts and such. . . . Mark Block's grind house, Lyric, operating at a dime top and open from 8 A. M. to 11 P. M., is the town's consistent money maker. . . . Located right next to the office of the "Evening News," unemployed go in to kill a couple of hours while waiting for the paper to come out with the "Help Wanted" (?) columns.

CAPITOL, least pretentious of Warner's downtown houses, is the dough-maker. . . . It presents "first runs" thought unfit for Branford and Mosque. . . . Lou Gold, Treat, neighborhood, has solved the riddle by having four special nights when he gives something away. . . . Rex, RKO, Irvington, has two sets of amateurs on Saturday. . . . Matinee reserved for kids with foot-light yen. . . . At night adults with thespian hopes are given an opportunity. . . . George Jordon, who formerly checked films at the Little, Newark, and the Palace, Orange, is

### Paging Mr. Mitchell

Sidney Mitchell, manager, Plymouth Hotel, metropolitan hostelry, has made himself more than pleasant to the film fraternity and as a result his hostelry has become their favorite stopping place.

Among those registered last week were David Barrist, Frank Wolf, Jr., Tony Lucchese, Paul Greenhalgh, Philadelphia; Bud Irwin, Sam Leffler, New York.

Film men should make themselves known to Manager Mitchell when they register, and they will find special attention and added courtesies are extended to them.

An example of one of Mitchell's ideas which adds an air of welcome is the delivery to each guest's room every day the home town newspaper of that person.

A great little guy, this Mitchell.

now manager, Europa, New York. . . . George's Newark friends are happy to see this veteran showman get a much deserved "break." . . . Zemel Brothers have given up one house and are centering their attention on the Garden, near the Penn Railroad, where blood-and-thunder operas make a hit with the Espanols. . . . Sidney Franklin, Little, and Bob Ring, "Sunday Call's" moviegoer, played host to Charles King when he was in town. . . . King was also guest of honor at one of those "meetings," sponsored by Franklin and "Smiling Billy" Phillips, Loew's State.

YEGGS THREW Weequahic Theatre for a \$500 loss. . . . Gang charged with walking away with a safe from the Regent Theatre some months ago beat the rap the other day. . . . Mosque folds for the third

time. . . . Stage units out at Branford. . . . Shubert, erstwhile legit house, tries "Fifty Million Frenchmen," tab, and first-run film on grind policy. . . . Essex, remodeled, serious menace to Warner's Savoy. . . . Stagehands took a shave on the pay check, but operators squawked with success. . . . Chevalier's "One Hour With You" remained two weeks at Paramount, Newark, hold-overs being unusual at that house. . . . Having made dough with "Five-Year Plan," Little Theatre tried "Road to Life," another Russian opus. . . . Second film not so hot at the box office. . . . Sidney Franklin, manager of the sure-seater, rapidly becoming sylph-like in appearance as the result of a diet and plenty of exercise at the local Y. M. C. A. . . . Ben Rocke's idea. . . . Empire, town's only burlesque house, has called it a season, being a few weeks ahead of schedule. . . . New York outfit wanted to rent darkened Rialto for stock burlesque, but Warner said no. . . . Lease with Shubert forbids using the house for stage shows. . . . Frank L. Smith, Newark's most popular showman, given testimonial night at Shubert. . . . Almost all of the town turns out in evening clothes for what is truly a gala social event. . . . Charlie Blum, Lyric, needs no horn when driving his car. . . . He "says" "out of the way" and even the rice pickers in China move over.

### Little Miss Hill Here

Cards announce the arrival of little Jean Marie into the home of Mr. and Mrs. Richard W. Hill, Newark, N. J. Hill is assistant to Harry Kalmine, New Jersey zone manager for Warner Brothers. Mrs. Hill was formerly attached to the Warner office staff.

### Sunshine, Brooklyn, Passes

Control of the Sunshine Theatre, Brooklyn, is now in possession of H. Weinberg.

Latter also has the St. Marks and Lakeland, Brighton Beach, L. I.



Here are Premiums that'll bring 'em back and keep 'em coming!

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Premium  
Ever  
Offered  
!



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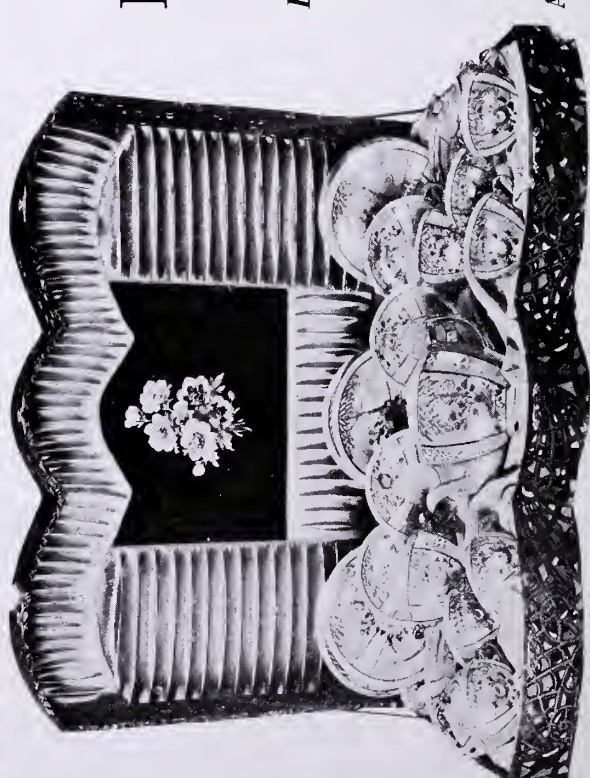
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## Heard In

**CROSSTOWN**

Ed Golden Joins Monogram  
and Trade Enthuses

EDWARD GOLDEN is now sales manager for Monogram. . . . National Screen Service is going into Film Center Building. . . . That Phil Abrahams-Bertie Cooper wedding was preceded by a blowout for the groom. . . . That "Grand Hotel" opening was certainly swell. . . . So was the Warner Club dedication. . . . The Roxy, believe it or not, is now independent. . . . Once again a title changed, when "Young Bride," from Radio, became "Love Starved" in town. . . . "Police Court" also became "Fame Street." . . . Warner Theatre's future is indefinite. . . . So is that of the Earl Carroll. . . . George Brown is now the Columbia ad manager, succeeding Bruce Gallup.

ELECTION of Merlin Aylesworth as president of RKO was preceded by scoops in practically every trade paper. . . . With the "M. P. Daily" even copyrighting its own "scoop." . . . Charlie Griswold is general manager of the Roxy. . . . The trade was sorry to learn of the death of the mother of Jack Steinman, Manhattan Playhouses, Inc.

THEY ARE STILL CUTTING. . . . The Paramount dividend meeting had to be postponed a week when not enough proxies showed up. . . . The Northport Theatre, Northport, L. I., burned down recently. . . . And now that a court has so ruled, newsreel companies won't be able to include shots of fights for which rights have been sold.

JOHN SECCA has given up the Opera House, New Brunswick, N. J. . . . Miss Jelin reported new proprietor. . . . E. Coolis, who had the Pershing, is the new owner of the Madison Theatre. . . . While Al Harstn, trading as the Kay Theatre Company, Inc., has taken the Kameo, Bronx.

MYRON SATTLER is a local member of the Paramount 100 per cent club. . . . First Division's announcement of the handling of the Chesterfields in this territory drew attention. . . . Fred Owens is handling Loew's Lexington. . . . E. H. Crawford is at the 175th Street Theatre. . . . W. Ackerman is at the Orpheum. . . . Charlie Raymond is in Rochester and A. Robertson is at the Valencia. . . . It's ten years for the N. Y. Strand. . . . Lou Simon is at the Halsey. . . . Hal Horne is out on the coast. . . . Expected back soon.

WALLACK THEATRE has changed owners again. . . . Chanins still have it under lease. . . . The sign posters war keeps on going and a couple of fellows are doing 30 days because of the malicious mischief angle. . . . Exhibitors hailed the Springer-Cocalis victory over 306, even if the picket-

**Allied Jersey Meet Set**

It is expected that Sidney Samuelson will soon make an announcement of the annual meeting of the Allied Jersey unit.

Probably Atlantic City.

The body has been extremely busy lobbying in Trenton.

**Alleged Bribery Episode Ends**

Finis has been written to the famous Sunday movie scandal in Nyack with dismissal of bribery indictments against Harry A. Williams, former village trustee. Action was taken by Judge Sherwood in court in New City, Rockland County, on the request of Irving G. Kennedy, Williams' counsel, who declared no conclusive evidence against the former official had been developed at the futile trial of former Mayor Oscar Kosel on a similar charge.

Petitions were presented to the court signed by over 550 residents of the town of Orangeburg asking that the indictments against Williams be quashed. District Attorney Stebbins protested against the petitions, saying cases should be decided on their merits, "not on the whim of public opinion."

**RKO Realigns District**

N. J. Blumberg is the RKO theatre chief for this district.

Lou Golding controls Albany; J. Brennan, New Jersey; Russell Emde and Joe Lee, New York, under the new set-up in this territory, with Emde overseeing.

**Tabs on Utica**

Stock burlesque at the Colonial Theatre, Utica, has given way to the Princess Musical Comedy Company, booked for an indefinite stay.

With the change in policy comes a drop in "top" evening prices from 60 cents to half a dollar.

**Beacon Kiwanis Opposish**

Beacon Kiwanis Club has secured permission from the Board of Education to show educational movies for children in the high school auditorium one night a week. Asked for Saturday but was accorded Friday, much to the gratification of the management of the Paragon and Apollo Theatres.

ing continued for several days after the decision was made public. . . . Temporary injunction caused it. . . . This is a great month for drives, with May having one each for Harry Thomas, Harry Buxbaum, Arthur Greenblatt, at Educational, Warners and others probably.

THE ATTORNEY SERVICE and Ace Detective Agency of Louis W. Brackman is expanding of late. . . . Benjamin Cohen is now operating the Roslyn Theatre, Roselle Park, L. I. . . . Perfection Building and Loan had it last. . . . Roslyn Holding Company, Inc., official operators. . . . Henry Sager is managing the Danforth, Jersey City. . . . Hippodrome went double-feature when it booked Zane Grey fishing picture along with another picture and vaudeville.

ROBERT E. MACHAT and Leo Root, Lee, Brooklyn, have taken the Fort Lee, Fort Lee, N. J. . . . Trading as Naborhood Amusement Corporation. . . . Leo Mitnick is managing the Renaissance, with Robinson operating. . . . G. Liniscalchi is the New Ideal, Brooklyn's new lessee. . . . While James Loro, Smithtown and Kings Park, L. I., has the Liberty, East Islip, L. I.

**George Cohen Fires Shot at State, Poughkeepsie**

Says House Violates Building Law — Once Owned It

The opening guns in a theatrical battle in Poughkeepsie have been fired with a complaint of George Cohen, veteran theatre magnate, that the Public State, formerly under his management, is violating the state laws by staging vaudeville when the original permit contemplated only motion pictures.

Cohen says that when he built the theatre the understanding was that there would be no stage shows, and, accordingly, regulations for asbestos curtain, skylight above stage and other safety devices were waived.

Complaint has been sent to the building inspector and to the chiefs of the police and fire departments.

Building inspector, in reply, says he was unaware the law is being violated, as Cohen charges, and asks that law be quoted. He says if conditions are as represented he will proceed against not only the State Theatre, but any other houses which may be staging vaudeville without proper safeguards.

Management of State asserts that Cohen is not consistent in that, it says, Cohen, while running the State, once transferred vaudeville to the house from his Rialto.

**Mills, Berkowitz Visit**

Messrs. Mills and Berkowitz, Buffalo and Albany state-right exchangers, were in town recently formulating plans for their product for the new season.

Berkowitz was particularly optimistic on the outlook and pointed to the exceptional quality of the current independent productions as an example of what exhibitors might expect in the coming year.

His definite announcements will be made through the trade press.

**Skouras House Robbed**

Burglars cracked the safe in the Babcock Theatre, Bath, and got away with \$500, the week-end receipts, according to Manager Harold Lee.

Babcock is a Skouras house.

**3-2 for Poughkeepsie**

With the control of the State, Public now has a majority of Poughkeepsie houses, its others being the Bardavon and Stratford. Independent houses are the Rialto and Liberty.

**Columbia Meets May 23**

Columbia Pictures will hold its annual sales convention this year at two separate meetings, first to take place at Atlantic City, May 23. This will be followed by a convention on the west coast, beginning in Los Angeles, May 31.



## Heard In

**PASSAIC**

Labor Trouble and Social Visitors

LABOR TROUBLE caused a bit of unpleasantness at the Rex Theatre in East Rutherford recently. . . . A non-union stage-hand was attacked by a tough-looking gentleman while getting something to eat at the bakery next to the theatre. . . . Another non-union employee was stopped on his way home and threatened with bodily harm. . . . Belle Bennett, a cousin of the three charming sisters, Constance, Joan and Barbara, was the guest of Harold Blumenthal, former manager of the Capitol Theatre. . . . During her stay here, she dined with Richard Ettelson, manager of the Ritz Theatre, Garfield, and Mrs. Ettelson at their Passaic home.

ROSS ROBOT, the mechanical man, drew capacity crowd to the Rialto Theatre for two days. . . . Manager Max Hecht loaned him to half a dozen merchants for advertising purposes during the week. . . . Pictures and stories in the local papers heralded his coming. . . . Rutherford Better Films Committee sent a delegation to the National Board of Reviews tea conference in New York. . . . Mrs. Harry G. Grover, Mrs. Howard Calendar and Mrs. Irving Elmer attended. . . . Manager Ettelson, Ritz, Garfield, is distributing Metro-Gang comedy toys to attract kiddies to his theatre.

WORD WAS RECEIVED here of the marriage in New York of Monty McLevy, who now manages a theatre in Malverne, L. I., to Miss Irene Cooper, of the St. Moritz Hotel. . . . McLevy lived in Passaic before going to New York and all his friends here wish him well.

MANAGER WILLIAM WEISS, Capitol Theatre, had as his guests recently 100 Passaic policemen, to witness "Disorderly Conduct," with Sally Eillers, Spencer Tracy and Ralph Graves. . . . They enjoyed it a lot and seemed to get a kick out of seeing how cops on the screen handle people who need handling. . . . N. V. A. Week went over big with theatregoers in Passaic.

**Mohawk Open Soon**

Changing its name from the Bates to the Mohawk Theatre, Roberts & Semcnski have just leased that house at Mohawk, installed talking devices, made alterations and repairs and are preparing for its reopening the latter part of this month.

**First Run Last**

Reversing the usual method of procedure by which films start at the top and travel down through the neighborhood route, "Tabu" showed at the Paramount, Syracuse, after having played most of the subsequent runs in the city, including those with dime admission.

Refused a first run at the Publix house, the picture went into the second class, played to such unusual strength that the original decision has been reversed.

**"Avalanche" Praised**

"Avalanche," from First Division, has received fine press notices.

The show was given extreme critical favor, which helped in its Fifth Avenue Playhouse run.

**Mrs. Cohen Files Trust Action in Poughkeepsie****Asks \$100,000 Damages, Charging Trade Restraint**

Mrs. Mollie H. Cohen, wife of George Cohen, former theatre magnate of Poughkeepsie and Newburgh, has filed proceedings against Paramount and various subsidiaries charging restraint of trade and asking for \$100,000 damages.

Mrs. Cohen is operating the Rialto, Poughkeepsie, the last house retained by the Cohens of the several they had some years ago in the two Hudson River cities. She claims in her 21-page complaint that she had a contract giving the Rialto the exclusive right to first-run films from Universal, Warner, Pathe and RKO. Mrs. Cohen alleges that, "for the purpose of eliminating the Rialto from competition with three Publix houses in Poughkeepsie," the defendants caused the Rialto to be denied certain first-run films, and she asserts that certain of these films, which she names, were shown first-run in the Publix houses in Poughkeepsie.

In one instance, Mrs. Cohen says, a picture contracted for for \$75 could not be obtained until she signed a new agreement, with the price increased to \$125.

Plaintiff requests the court to order the defendants to account for and pay over to her all profits earned by the Bardavon, Stratford, State and Liberty Theatres, Poughkeepsie, from about April 1, when the alleged embargo against the Rialto is claimed to have started.

Action is brought under the Donnelly anti-trust act of New York State, which is similar to the Sherman act in the nation. Henry Hirschberg, of Newburgh, attorney for Mrs. Cohen, names as defendants Paramount, the New England Theatres, Inc., Netco Benjay Enterprises, Lisco, Fox Film, Metro-Goldwyn, Columbia, Radio-Keith-Orpheum, Pathe, United Artists, Universal, First National, Warner Brothers, J. J. Unger and Benjamin Knobel. Austin C. Keough, of New York, represents some of the defendants. Trial is sought in Supreme Court in Dutchess County.

The husband of the plaintiff met with financial reverses some years ago, simultaneously with breakdown in health, and since then Mrs. Cohen and their son have carried on on a limited scale.

This is the second anti-trust action against Paramount-Publix in the Hudson River district, the first having been brought more than a year ago in United States Court in behalf of Quittner Middletown houses.

## Heard In

**HUDSON COUNTY**

Stillman Still at Ritz and Tornow Labors

By Ike

BILLY STILLMAN is managing the Ritz. . . . Frank Wohmus has been doing some announcing at the Stanley. . . . Door-man Williamson hopes to manage a big theatre some day. . . . Leon and Rudy Van Gelder gave Allan Glenn a pen and pencil set. . . . Dick Liebert has fixed up a den backstage at Loew's. . . . It's a bad cold at the Dave Bromberg doorstep. . . . Dave Sidman has succeeded Manager Lindemann at the Cameo. . . . Sidman commutes from New York. . . . Usher Tornow, Loew's, attends N. Y. U. and evening school in addition to his theatre work. . . . A. Petch, Loew service chief, says his present staff is best ever. . . . Allan Zee, assistant to Louis K. Sidney, catches each stage show twice, at opening and during week. . . . Bill Cimler is a beau brummel. . . . Al LaPernt calls this writer "Duke." . . . Now why?

ENGINEERS WILLIAM KAY and Robert Cross are busy preparing Loew's refrigeration plant. . . . Maurice Hatoff was 24 April 19. . . . And the State manager is single. . . . Gus Nestle is managing the Orient, an inde. . . . Ann Nestle in the box office. . . . Al Unger's daughter was a year old, April 9.

**Loew Gets Cut in Rental of Rochester Playhouse**

Loew's, Inc., successful in demand for lower rental of Rochester Theatre, will continue operations on present vaude-film policy.

Greater Rochester Properties, Inc., of Buffalo, battled for three weeks with dispossess orders and court actions. Finally gave in after Loew's was all packed up ready to quit the house.

With a 25-year lease at \$165,000 a year, Loew's had operated in the red almost since taking over the house four years ago. Both straight films and films plus vaudeville were tried, but only the latter approached success in the 4,000-seater. Little hope for early improvement in sight, Loew's demanded lower rental or else. Owners of building replied "Pay or get out." Union closing notices were posted, but operation continued until compromise was reached. Said to be \$500 a week cut in rental instead of \$1,000 asked.

**Dewitt, Syracuse, Stock**

With Julian S. Brown's tangled financial and heart affairs in the hands of the courts, Syracuse welcomed another theatrical "angel" to Syracuse Rialto last week in the person of Sanford Skinner, retired millionaire. Skinner is financing a Frank Wilcox venture at the Dewitt.

**Pollock Resigns**

Adolph Pollock, president, Peerless Productions, Inc., has resigned, effective at once. Board of Directors elected Lou Geller as the new head of the company.



Heard In

**BUFFALO**Little Mr. Silverberg Arrives  
in Town for a Stay

By Mary Ann

IT'S HERBERT T. SILVERBERG this time who's passing out the cigars, for he's the "daddy" of an 8½-pound baby boy, who will be called Charles. . . . This is what a double-feature program brought out. . . . Ad seen on one of our leading neighborhood theatres: Tonight, "Passionate Plumber" and "Impatient Maiden." . . . William Tishkoff, president, Rochester Exhibitors' Association, has rallied all the Rochester exhibitors to the support of Sid Samson Month. . . . Radio broadcast tie-up has been made with Station WNBF, Binghamton, for broadcast of the "Trial of Vivian Ware" (Fox) that opens at the Comerford Capitol Theatre, Binghamton, May 8. . . . Samson, of Fox, also reports that similar radio broadcasts for this subject have been arranged in Buffalo and Syracuse.

GOOD DEAL of local interest was aroused this week with presentation of "Devil's Lottery" at Shea's Hippodrome, inasmuch as the author, Nalbro Bartley, is a Buffalonian. . . . With "Disorderly Conduct," "Devil's Lottery" and "Amateur Daddy" playing the downtown houses all in the same week, local Fox exchange group was very happy. . . . For the first time in the history of the Film Building in Buffalo a 1932 car drove up to the door and its owner was an exchange man, not an exhibitor. . . . Model belongs to E. K. O'Shea, MGM. . . . Film Board of Trade, abandoning its offices in the Vars Building, has moved to 470 Franklin Street. . . . E. K. O'Shea is president and Mrs. Hazel Morgan continues as secretary. . . . RKO's "Symphony of Six Million" was screened before Manager Harry Dixon, office staff and sales group. . . . This same picture was screened recently at the Elmwood for exhibitors, receiving very favorable comment. . . . Gage Havens, MGM booker, spent Sunday in Cleveland with Bry Stoner. . . . Bry was formerly booker here in Buffalo for MGM.

MESSRS. TURNQUIST AND LEVINE, from the Phil Smith organization in Boston, spent a few days in town this past week. . . . Mrs. Arthur Diebold (formerly Mary

Sethlock, cashier for MGM), gave birth to a baby boy, April 4, both doing nicely. . . . Numerous Buffalo friends of Charlie Raymond are pleased that he has been appointed manager, Loew's, Rochester. . . . Educational's Buffalo exchange is working very hard to put over their May drive in a big way. . . . Bookers Jauch and Ross are on their toes every minute to secure every date possible. . . . "Hotel Continental" played the Lafayette Theatre, Buffalo, from April 7 to 14. . . . Mary J. Holmes' immortal romance, "Lena Rivers" was screened the other day by Educational. . . . Local exchange predicts big things. . . . Howard F. Brink, of Educational, reports that their short-subject stars, Crosby and Barris, are going over big all over the country.

BENNETT SMITH, Syracuse Standard representative, spent Monday in conference with the Buffalo office. . . . After a week of conferences with the most important producers in the independent field, Jack Berkowitz came back to Buffalo chuckfull of smiles. . . . He claims they are evidences of the great program he is completing for the Standard exchanges on next season's product. . . . Elmer Lux, First Division office manager, is advising all the local theatre owners to attend the testimonial dinner being given Harry Thomas, president, in New York City. . . . Minna Gold, First Division exchange, Buffalo, has just returned from a month's stay in Albany. . . . Charles Hayman, president, Lafayette Theatre, bought "Cross-Examination," a First Division feature, and will play it June 9. . . . "President's Month" is stirring up tremendous activity throughout the entire First Division force. . . . Dave Miller, Universal's Cleveland branch manager, was in town for Marvin Kempner's testimonial dinner. . . . Max Lavine, manager, Mosque Theatre, Buffalo, is installing Western Electric.

BIG EXPLOITATION CAMPAIGN was put over by the Shea publicity staff on "Tarzan, the Ape Man," at the Great Lakes Theatre. . . . An unusually timely stunt was put over on Conrad Nagel's personal appearance in the Buffalo, through which the first Ford V-8 sedan on the streets of the city was used to meet this screen celebrity at the station. . . . "Three's a Crowd," which has recently been put out in the form of a musical comedy tab, is coming to Shea's Buffalo soon. . . . Bernice Clair, screen and stage star, headed the stage show at the Century the past week.

JOE WEINSTEIN, booker, Shea theatres, liked New York so well that he overstayed his leave several days. . . . North Park Theatre held a big midnight benefit show last Saturday evening for the Mayor's Unemployment Fund. . . . Party was sponsored by the Hertel Avenue Business Men's Association and was a huge success. . . . All Buffalo theatres enjoyed good business most of Easter week. . . . Mike Shea was in New York last week. . . . This 72-year-old juvenile was out night-clubbing two nights in succession until 4 A. M. . . . Vincent Lopez and members of his orchestra were guests of the new Buffalo Press Club at their first spring get-together party at the Hotel Touraine. . . . Lester Allen, who was headlining the RKO bill at the Century, was also on the job.

MORTON DOWNEY was host at a cocktail party, given in the Hotel Statler on the occasion of the opening of his show at the Buffalo. . . . Downey, by the way, opened to the biggest business in weeks at the Buffalo. . . . His appearance here was given a lot of publicity by station WGR, through which he broadcasts every night. . . . It is rumored that Bing Crosby is coming to the Buffalo soon. . . . Harry Slick, assistant conductor, Shea's Buffalo Symphony Orchestra, is still driving the first Studebaker car to be imported into these parts. . . . George E. Stone is appearing at the Century in person. . . . Arthur Lake, Harold Teen fame, was one of the added attractions at the Buffalo, week of April 15.

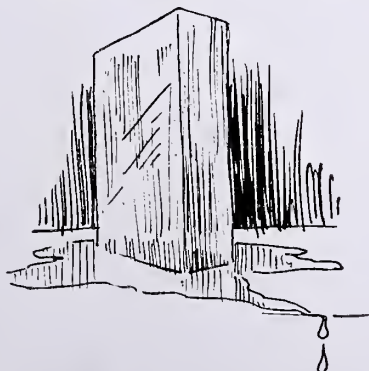
THERE was a meeting of the Shea community managers at headquarters this past week, where plans were made for a business drive during the spring and summer months. . . . All the managers expect this to be a much better summer season and are going out to get every kind of co-operation with community merchants. . . . Ed. Frank, superintendent of building, Shea Operating Company, is a busy man these days fixing up the new Shea Sign Shop quarters at the Court Street Theatre. . . . Bill Dorbecker, who works on ad lay-outs, will move into the Shea Buffalo office building. . . . Leo Jaffee, Columbia auditor, is busy on the books at the local office. . . . This is his first auditing trip.

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## Jones Fashion Plans Nearly Go Hay-wire

After several weeks of intensive drill in the "debutante slouch" and the first principles of modeling, Syracuse University girls were almost cheated out of \$20 each and a chance to perform on a regular stage at the Paramount Theatre when Manager Raymond B. Jones plans for a spring fashion show nearly went hay-wire.

The show, tied in with a department store, which supplied the gowns modeled, was conceived several weeks ago and opportunity to play the models held out to members of Kappa Kappa Gamma and Alpha Phi, ace sororities of the Syracuse campus, with the prestige the girls' names would carry figured into the deal.

The girls turned out in goodly numbers, the rehearsals went off as per schedule, but an eleventh-hour intervention of the University officials stirred things up.

First the girls were forbidden to take part in the show. Later this ruling was modified, but use of names of either sororities or individual girls was denied the theatre, either in advertising copy or exploitation. Such pictures as got past were used without identification.

### Tea For "Rich"

In connection with the national trade showing of "The Rich Are Always With Us," which First National will hold May 6, Ruth Chatterton is going to give a celebration tea, which will be solely for the wives of exhibitors. Tea will be held the afternoon of May 6, at all Warner exchanges in all key spots, and will be in honor of Ruth Chatterton's first production for First National. At the tea, the wives of the Warner staff will act as hostesses. In addition to inviting the wives of exhibitors, the wives of local celebrities and feminine social leaders will be asked. Following the tea, the guests will attend a screening of "The Rich Are Always With Us."

### "Syracuse Herald" Edits

Moral tone of the copy and the fact that it exploited hundreds of jobless in the city led to the "Syracuse Herald's" deliberate turning down of a Warner's Strand teaser ad in conjunction with the picture "Man Wanted," starring Kay Francis.

The copy which the evening daily refused to run in its classified columns, got over in both the morning "Post Standard" and evening "Journal" for a single insertion.

### Discovery Night

RKO-Proctor Theatre, Yonkers, is playing to capacity houses every Tuesday night in the week. The night has been designated "Discovery Night," and local talent flocks to the theatre in an effort to be one of the "finds."

Loew's, Yonkers, is all dressed up for spring. For the Spring Carnival shows the exterior of the house has taken on the appearance of a garden.

As a reward for good showing in a contest in the Nyack Y. M. C. A., members of the Sam Houston Club attended a performance in the Rockland as guests of the manager, Henry Lowry.

John J. Breslin, manager of the Warner Utica Theatre, recently gave a brief address to members of the Kirotex Club, assembled at their weekly luncheon. His talk was received with interest.



O WHAT SEX, and Sari Maritza, in "One Night of Love," with Hans Albers, is the real reason for that exclamation. First Division expects to release the show on Broadway soon. It looks sexy, and is.

LATEST  
1933  
MODELS

now  
ready  
for  
delivery



Service after sales!

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GOLD SEAL  
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REPAIRS AT LOWEST PRICES!

Don't risk your registers being repaired with bootleg parts when our genuine factory parts and skilled labor are at your service at lower prices.



**Kiddie Cars For "Crowd"**

As a ballyhoo for "The Crowd Roars" at the Warner Strand, Albany, Joe Feldman, publicity man, devised a stunt of a race of kiddie cars and other juvenile vehicles through several blocks of Albany to the Strand. The police permitted the closing of all traffic for a few moments and, led by two real racing cars, the youngsters went to it. The one who reached the Strand first was presented with the car he was operating. The stunt packed Pearl Street all along the line of the race. It was called the Junior Automobile Sweepstakes. Universal newsreel took shots of the race.

**Strand Celebrates**

Strand celebrated the tenth anniversary of its opening by inauguration of a "Gala Month of Hits," which will run from April 14 to May 14. Lou Goldberg, in charge of Warner Broadway Theatre advertising and exploitation, arranged a most unusual program of ceremonies for the gala night. Old-time motion picture stars were greeted by present-day leaders of the screen. A huge birthday cake was set up in the lobby and cut by one of the most popular screen stars in America.

Paramount, Middletown, featured a special matinee at 4 o'clock, at which admission was restricted to children of 12 years and under.

**Vogt's Air Bally**

In connection with the showing of a picture with an aviation angle, Manager Vogt, Ritz, Kingston, engaged a parachute jumper to land on the roof of the house. The stunt was accomplished with no little risk before a big crowd.

*Heard In*

**PATERSON**

Butler Petition Comes Up for Scrutiny and Cahill Dad

*By Jim*

BUTLER is still in the throes of Sunday movie agitation. . . . Petition of Butler citizens for a special referendum on the question whether this place is to permit Sunday movies was returned to Charles Michaelson, resident manager of the Butler Theatre, sponsor of the petition, and the chairman of the Council's committee which investigated the legal status of those who signed the petition, said that more than 400 illegal signatures had been discovered. . . . Michaelson declared that the names had been secured by workers who probably were over-zealous. . . . He promised to present the petition in better form by the next meeting of the Council.

FRANK F. CAHILL, Jr., is the proud father of a son born in a Long Island hospital. . . . Cahill is director of sound and projection for a theatre chain. . . . Presentation of testimony in the dispute between the stockholders of the Hawthorne community theatre was completed before a special master in chancery. . . . Last witness to testify, former Freeholder Charles E. Knoble, declared himself to be a stockholder. . . . He said he purchased ten shares, in the spirit of community pride, while he was mayor of Hawthorne. . . . Later, when the corporation became involved in financial difficulties, he lent it \$1,000, he further testified. . . . It is the contention of the petitioning stockholders that they were "frozen

out," through fraudulent representations, by the other stockholders. . . . Wanaque Borough George Washington Bicentennial Celebration Committee showed four reels of the life of Washington as part of the program at the Community House. . . . Mel Ackerman, Garden Theatre, says it pays to be good. . . . Frank Smith, of the same theatre, retorts that Mel is good for nothing. . . . Edward Seaback, whose courtesy is proverbial, is now doorman at the Regent Theatre, replacing Howard Fuche, who is now serving as an usher. . . . Jack Guinzberg, Majestic, says times are better.

RUMOR is going the rounds of the Paterson Rialto that the Garden Theatre, James Malone, manager, may go on an afternoon grind from 2 to 4 and from 7 to 10. . . . J. Edward Helwig, Rivoli, is planning a trip to his home town in Pennsylvania. . . . "The King of Kings" was shown at the Wesley M. E. Church, with sound effects, thrice in one day. . . . Meyer Phillips, it was rumored, was planning to take a trip to Ohio and adjacent states, but he deserves it. . . . Frank Hall, manager, Fabian, has been slightly indisposed. . . . Samuel Greengrass, Plaza, says it is a good thing we have law suits or some men would never get their name in the paper.

**New Kind of Double**

Manager Harold Raives, Regent Theatre, Rochester, is trying a new idea in the double-feature racket. He uses one new film and one subsequent run. Customers pick the return film. Request blanks are given out and patrons put their choice in a box in the lobby.

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FILM NEWS NOTES  
From  
**HOLLYWOOD**

By  
**JOE BLAIR**

Western Correspondent

1044 N. Martel Ave. HEMPSTEAD 5982

ONE OF THE QUICK METHODS of bringing prosperity back to exhibitors is BETTER MOTION PICTURES

Theatre managers and owners can do a great deal towards improving the product in the following manner; i.e., every picture that fails to click at the box office and which brings in an onslaught of complaints, write to the producer or the studio executive who made the said picture and let him know exactly what the public said and the loss you took. I don't think there is one single Hollywood producer who would fail to treat such a criticism with anything but respect.



Joe Blair

This much I do know—few studio executives follow through to see what their pictures do after they leave the studios.

Many would welcome this information, which would enable them to correct faults that otherwise would escape their notice, and they could try to improve their product.

**WILLIAM A. SEITER**, RKO's ace director, has started work on "Is My Face Red?" a newspaper yarn prepared for the screen by Casey Robinson and Ben Markson. Ricardo Cortez enacts the featured role and has a strong supporting cast. Director Seiter has made an enviable record in recent months with his "Way Down East," "Girl Crazy" and "Young Bride"—all scoring as excellent at the box office.

**M. C. LEEVEE**, founder of The Screen Guild, which will provide stars, directors and writers with an outlet for their brain children, has opened offices at the Metropolitan Studios and is gradually whipping his organization into a definite producing unit. United Artists have agreed to a releasing arrangement with The Screen Guild, according to Lavee's announcement.

**CECILIA PARKER**, 18, blonde and brown-eyed, will be George O'Brien's chief heart interest in "The Killer," new Stewart Edward White action-romance which entered production at the Fox Studios in Hollywood this week. Miss Parker played opposite O'Brien in "The Rainbow Trail."

**TAY GARNETT** is scheduled to direct "S. S. Atlantic" for Warner Brothers. Kay Francis will enact the featured role. Director Garnett, who never loses an opportunity to book ocean passage in between pictures, is the owner of one of Hollywood's most palatial coastwise yachts and should be right at home in directing "S. S. Atlantic."

**THOMPSON BURTIS**, well-known author and playwright, has arrived in Hollywood to complete the screen play for "Madison Square Garden," first of the eight features which Charles R. Rogers will pro-

**Sears Wins**

Gradwell L. Sears, Warner sales executive in charge of western and southern distribution, is receiving the congratulations of his party in being elected president on the Democratic ticket, in the Vitaphone presidential handicap, by 3,750 votes over his Republican opponent, Andrew W. Smith, who is in charge of Warner sales in the east and Canada.

**"Wild Women" Over**

"Wild Women of Borneo" opened at the RKO-Grand, Albany, to big business.

Distributed by First Division, it was heralded by a neat campaign, which showed results.

duce for Paramount. Burtis has 34 published novels to his credit as well as numerous short stories and magazine articles. He is an ex-newspaperman and sports writer, and is thoroughly familiar with the interesting sports background of "Madison Square Garden."

**JAMES PARROTT**, who successfully directed Laurel and Hardy in their first feature-length comedy, "Pardon Us," has been assigned the direction of their forthcoming feature comedy, scheduled to go into production early in May. Parrott has also directed the comedians in several of their outstanding featurettes.

**WITH BERT WHEELER** and Robert Woolsey in the leading roles, "Hold 'Em Jail," comedy of a prison football team, is under way at RKO-Radio Pictures Studio. Norman Taurog is directing. The cast includes Rosco Ates, Edna May Oliver, Edgar Kennedy and Rochelle Hudson.

IF YOU WERE an independent producer coming to Hollywood for the purpose of filming a series of Western stories, you would find a scarcity of real cowboy stars. Tom Mix is under contract to Universal. George O'Brien with Fox, Gary Cooper with Paramount, Buck Jones and Tim McCoy with Columbia, Tom Keene with RKO-Radio, Ken Maynard with Tiffany, Johnny Mack Brown with Darmor for Paramount; Jack Hoxie, Rex Bell, Hoot Gibson, Tom Tyler, Bob Steele with independents.

Ride 'Em Cowboy There's gold in them thar nags!

**RICHARD WALLACE** is scheduled to direct "The Crooners," Paramount's breezy radio yarn. With "Radio Patrol," by Universal, and "The Crooners" now at Paramount, exhibitors can look forward to an era of dual titles to follow.

**BEN LYON** will play opposite Joan Bennett in "Week Ends Only," for Fox Films. Lyon's last two pictures were "Lady With a Past," opposite Constance Bennett, and "Her Majesty Love," opposite Marilyn Miller. This story, which William Conselman adapted from Warner Fabian's novel, is being directed by Alan Crosland.

**HOWARD HIGGIN**, writer-director, will handle the megaphone on "The Thirteenth Chair" for Columbia. Higgin and Elliott Clawson wrote the story, which is an original for the screen and is looked upon as one of the hits of the Liberty Girl (trade-mark) banner.

Heard In

**SYRACUSE**

Personals and Warner Strand Has a Tie-Up

By I. S.

A PARADE of personal appearances opened in the major houses with diminutive Alice White leading with a Loew State engagement. . . . Four Mills Brothers at the Paramount and young Leon Janney bowing in at Keith's. . . . Reopening of the Dewitt for Frank Wilcox stock saw two former Loew attaches on the staff. . . . Eleanor Kinne, former secretary to the manager at the State, is secretary-treasurer of the stock organization, with Victor W. Frank, former Loew assistant, serving in the same capacity. . . . Perry Spencer, new Warner Strand pilot, is busy explaining that his middle initial is not J., as is that of the plaintiff in a \$100,000 alienation of affections suit brought against Julia S. Brown, local playboy and millionaire, by Perry J. Spencer, of Akron, O.

**CLAUDE L. CASE** will direct a juvenile concert band of 100 boys and girls, organized by Warners Strand as a promotion venture. . . . Wurlitzer Music Company ties in. . . . Band will play weekly at Saturday morning children's matinees. . . . Harry Weiss, former Loew manager, in town for a visit, pending reassignment by Publix. . . . Weiss has been in Miami, Fla., at the Fairfax, now dark. . . . Prof. Sawyer Falk, the dramatic department, Syracuse University, supervised the first production of the Children's Theatre, sponsored by the University here April 16. . . . Succeeding E. A. Arnold, resigned, George Hoover, Annapolis graduate, is the new manager at the Skouras theatre, Oswego, according to announcement from the headquarters of the Central New York Theatres Corporation here. . . . James Ross, assistant booker for the Skouras up-state circuit, has returned to his local post, following a honeymoon. . . . Bride was Miss Betty Hartnett, of Little Falls.

**Hudson Valley Youths Troublesome**

Four youths in Poughkeepsie, convicted in City Court of having caused a disturbance in the State Theatre, were sent to Dutchess County Jail for three days. A fifth was placed under suspended sentence.

In Newburgh, of seven boys charged with causing trouble in the Strand Theatre, four were placed on probation for two years, two were held for Children's Court and the seventh remanded for sentence.

**FD 1933 Product In**

First Division already has "That Notorious Woman," from Invincible, and "Escapade," from Chesterfield, ready for booking on the 1932-1933 program.

First has John Darrow, Claudia Dell, Montague Love, Lina Basquette, and many others in the cast, while latter boasts of Walter Long, Jameson Thomas, Sally Blane and others.

**Skouras Books "Vanity Fair"**

"Vanity Fair" has been booked for all the Skouras houses in the New York territory, announces Jack Bellman, Hollywood Pictures, which is distributing this feature in the current season's line-up.



Heard In

**A L B A N Y**  
Lambert, Sully Pass and  
Street Mourns

By Bill

TWO DEATHS OF MEN formerly active in Film Row saddened the movie folk last week. . . . Jimmy Lambert (real name Olin, but always called Jimmy), office manager at MGM, Albany, and transferred to that post in the Washington, D. C., exchange last June, fell from the window of his apartment in Washington, April 3, while sleep-walking, and died next day in Walter Reed Hospital. . . . Russell Sully, formerly Warner manager and Pathe salesman, who had been ill for several months, died at his home in New York, April 4.

CHARLES STOMBAUGH, former Pathe exchange manager and now out of the industry, stopped off at Film Row to say hello to his former associates. . . . Don Jaycox, formerly head, central New York Theatres, goes to the coast for Skouras to handle their theatre interests. . . . Marshall Taylor is now head of the central New York Theatres in Syracuse. . . . Tom Scozafavva, Mineville exhibitor, lost a brother who lives in Port Henry. . . . Tom recently sent the exchange managers gifts of ice fish he took out of the ice himself. . . . Charles Derry will open his new theatre in Port Henry, May 1. . . . He will call it the Derry Theatre. . . . He lost the lease of the Empire Theatre when the town leased it and appointed Frieder and Grossman to run it. . . . A big battle for business is expected. . . . Fred Mausert, State, Glens Falls, is out of the hospital after an illness.

MANAGERS along Film Row chipped in and bought a big bag for Kenneth Robinson when he was transferred as Paramount manager from Albany to Buffalo. . . . "Robbie" has been to his new job and come back for a brief stay to help Clayton Eastman, his successor, get started on his job. . . . Jack Keegan, former Paramount booker, is now salesman in Eastman's place and Schuyler Beattie succeeds Keegan as booker. . . . Pawling has won Sunday movies as the result of an election. . . . Theatre in that town is the Albermack, run by Albert McKenna. . . . Amenia Theatre, Amenia, will open soon. . . . Buckner is the exhibitor.

MAXBILT THEATRE, Fleischmanns, will reopen in May. . . . Theatre in Warrenburg will increase its playing time in May, after alterations are made. . . . It will go from two shows a week to four. . . . Schroon Lake will open the Strand, May 1, with Mrs. Richardson in charge. . . . Catholic church operates the Community Theatre. . . . If the church cannot find a manager, it will continue to operate it.

"TONY" RYAN FOX FILMS billing drive, scheduled for business from May 29 to July 2, is rushing along in great shape, Ryan reports. . . . Lou Lazar, divisional manager for Warner Brothers, reported a 100 per cent booking of Fox product for the five weeks of the drive. . . . Bill Benton, Saratoga; Mike Kallett, Oneida; Mort Shea, Amsterdam, and C. H. Buckley, Albany, have all signed up for 100 per cent Fox during that period. . . . They have also agreed to take any features, not now included for release in that time, which might be available. . . . Eighteen independent houses have also booked heavily. . . . Fox salesmen will become film carriers during that

period, taking film from one town to another to assure delivery in time for showing.

HIPPODROME, Ogdensburg, which burned down five months ago, is being rebuilt and will reopen. . . . Three or four possible lessees are after it now. . . . Roy Pugh, who, with his brother Al, conducted the Fonda Theatre, Fonda, has given it up, leaving his brother to run it. . . . Roy also has a theatre in Altamont. . . . There is scarcely a house in this district left with sound on disc. . . . Photoplay Theatre, Keesville, and theatres in Adams, West Winfield, Greenwich and Granville have all recently gone sound on film. . . . A sound-on-disc-house is as hard to find as a silent house. . . . Bob Simmons, Sherburne Theatre, Sherburne, is ill. . . . J. C. Carpenter, Cobleskill exhibitor, will open the Sharon Theatre, Sharon Springs, in May. . . . The Skouras circuit in New York reports the best business in months. . . . Mike Kallett, Kallett chain, also found business good after Easter. . . . State road repair work for the summer has brought work to hundreds of men in small towns and the theatres get some of this.

JAMES R. GRAINGER, vice-president, Fox Films, came to Albany for the world premiere of "The Trial of Vivienne Ware" and, with Mrs. Grainger, was the house guest of C. H. Buckley, owner of the theatre where the Fox picture played. . . . Grainger told Albany newspapermen that, despite hard times, a good picture will always make money. . . . Film Row is extending sympathy to Leon Frye, Lowville Opera House, whose fiancée died recently. . . . Ernie Wolf, American Legion commander in Lowville, was compelled to resign

to give more time to his theatre, the Avalon. . . . E. A. Pierson, Clayton exhibitor, is getting fixed up for summer business. . . . The good fishing grounds around Clayton bring a great crowd to that town.

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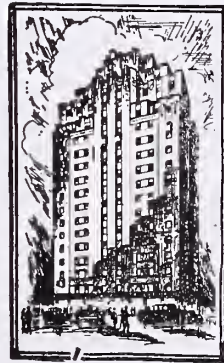
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# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Two Seconds"—Warners

*Edward G. Robinson, Vivienne Osborne, Preston Foster, J. Carroll Naish, Guy Kibbee, Adrienne Dore, William Jauney.*

Here is Edward G. Robinson in what practically amounts to a one-man show. It's open to question whether or not the novelty will appeal. As a man sentenced to death, and whose life is reviewed in a series of flashbacks, "Two Seconds" is realistic. From initial glances, it does not seem likely that the Robinson popularity will increase as the result of this show.

**Estimate:** There is a lot of Robinson, maybe too much.

## "World and the Flesh"—Para

*George Bancroft, Miriam Hopkins, Alan Mowbray, George E. Stone, Mitchell Lewis, Harry Cording.*

The story is unusual, at least that might be said for it. With a Russian revolution background, a neat performance by Miriam Hopkins, and an atmosphere of war, shootings, hangings, etc., "World and the Flesh" has enough action to appeal to men. How the women will take it is another question.

**Estimate:** Unusual, but the box office prowess is open to question.

## "Molly Louvain"—Warners

*Lee Tracey, Ann Dvorak, Leslie Fenton, Richard Cromwell, Guy Kibbee.*

First National's contribution to the campaign for longer box-office titles doesn't shape up as anything too extraordinary, but it should get by easily because of the work of Lee Tracey. Tracey proves a godsend, seems to make the production pick up in snap and pace, and assures audiences of entertainment. Tale of a girl who goes wrong and then finds happiness with her young love has been told before.

**Estimate:** Thank Tracey for its worth.

## "Love in High Gear"—Mayfair

*Harrison Ford, Alberta Vaughn, Tyrell Davis, Arthur Hoyt.*

This doesn't hit it off, and the attempts at comedy generally fall flat. Mayfair, which has been hitting a neat pace with its action dramas, turns to comedy, and the experienced hand is missing.

**Estimate:** Not so strong.

## "Information Kid"—Universal

*Tom Brown, James Gleason, Maureen O'Sullivan, Andy Devine, Mickey Rooney.*

Engaging little programmer, with a racing background, a crooked jockey who makes good, and love conquers all. But the familiar story has been handled with an eye to entertainment value, and the result is mighty nice. The cast is adequate.

**Estimate:** Attractive program of its kind.

## "Miss Pinkerton"—WB

*Joan Blondell, George Brent, Norman Foster, C. Henry Gordon, John Wray, Ruth Hall, Blanche Frederici, Mary Doran, Holmes Herbert.*

This is a walkaway for Blondell, and the girl comes through with plenty of speed and register. A mystery tale from the pen of Mary Roberts Rinehart, it ranks with the better half of the crop. Because Joan Blondell is present, however, interest and entertainment are guaranteed. Audiences will be immensely satisfied.

**Estimate:** High rating programmer because of the Blondell influence.

## "Sky Bride"—Para

*Richard Arlen, Jack Oakie, Robert Coogan, Virginia Bruce, Tom Douglas, Louise Closser Hale, Charles Starrett.*

Looks like something that was unheralded, but might land good dough. Story is human, real. Oakie is again coming up fast, and here he is close to the stardom he deserves. True, air stories are common, but there are enough of the other necessary ingredients to guarantee entertainment and good returns.

**Estimate:** Good programmer.

## "Woman in Room 13"—Fox

*Elissa Landi, Ralph Bellamy, Hale Hamilton, Myrna Loy, Gilbert Roland, Walter Walker, Charles Grape-stein, Luis Alberni, Berton Churchill.*

Another mystery murder drama that telegraphs most of its punches, and which will probably seem a bit too familiar to audiences. Again, Elissa Landi suffers from story, a common occurrence where she is concerned. The way it looks now, "Woman in Room 13" can't mean too much at the box office.

**Estimate:** Just fair or under.

## "Clara Deane"—Paramount

*Wynne Gibson, Pat O'Brien, Dudley Digges, Frances Dee, George Barbier, Russell Gleason, Lee Kohlmair, Cora Sue Collins.*

Quite similar to the "Madelon Claudet" theme from Metro, "Strange Case of Clara Deane" will be remembered because of that reason. Cora Sue Collins, child star, contributes a neat performance, but, generally, "Clara Deane" doesn't approach greatness or too much goodness. Wynne Gibson is good, in spots, but the similarity will probably defeat some of "Clara Deane's" right to prominence.

**Estimate:** Tear jerker.

## "Redeemed"—Metro

*Joan Crawford, Robert Montgomery, Nils Asther, Louise Closser Hale, May Robson, Lewis Stone, Emma Dunn, Sidney Bracy.*

Here is "Letty Lynton" with a better title, a splendid Crawford, an engaging Montgomery and a box-office picture. Add Clarence Brown's direction, and the exhibitors may as well realize that here is a saleable, money-making production. The necessary dash of sex is present, the backgrounds are expensive, and the women will go for it aplenty. In short, Metro has contributed another hot feature.

**Estimate:** Okay box office.

## "Trial of Vivienne Ware"—Fox

*Joan Bennett, Donald Cook, Skeets Gallagher, Zasu Pitts, Lillian Bond, Alan Dinahart, Herbert Mundin, Howard Phillips, Noel Madison.*

Thank William Howard for significant direction. "The Trial of Vivienne Ware" may be difficult for the sign changers, but it will prove no trouble at the box office. With a courtroom background, a radio angle, and swift pace, "Vivienne Ware" shapes up as likely box-office material. The show, incidentally, is a triumph of direction over story.

**Estimate:** It will bring in the shekels.

## "Road to Happiness"—Foy

*Alexander Carr, Dickie Moore, Betty Jane Graham, Richard Bennett, Alec Francis, Beryl Mercer, Martha Mattor.*

Human, worthy of a place on any program, "Road to Happiness" shapes up as a splendid little independent production without stars. Once the audience gets in, it will be satisfied. A tale of the Irish and the Jews, but with angles that haven't been overdone, "Road to Happiness" should be satisfactory.

**Estimate:** High rating independent.

## "The Misleading Lady"—Para

*Claudette Colbert, Edmund Lowe, Stuart Erwin.*

Thanks to the good work of Stuart Erwin, "The Misleading Lady" has bright spots. Colbert is up to the usual standard, and Edmund Lowe engaging, but the story doesn't seem to fit the present-day requirements of theatre-goers. However, it is an average programmer.

**Estimate:** Just so-so.

## "Sin's Pay Day"—Mayfair

*Dorothy Revier, Forrest Stanley, Mickey McGuire, Harry Senels.*

Independent programmer that should prove suitable. As one of the many Mayfair productions which attain a certain standard, it should not disappoint. None too particular audiences will be satisfied.

**Estimate:** Average inde.

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NEW YORK, MAY 10, 1932

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BARRYMORE'S ACTING  
GENIUS . . .

**JOHN**

**BARRYMORE**

*in*

**STATE'S**

**ATTORNEY**

*with*

**HELEN TWELVETREES**

JILL ESMOND WM. (Stage) BOYD

RALPH INCE MARY DUNCAN

*Directed by George Archainbaud*

*Adapted by Gene Fowler, Rowland Brown*

AMERICA'S GREATEST ACTOR IN  
HIS GREATEST SCREEN ROLE

May 10 '32 pg. 5



**WHEN YOU NEED BIG ONES**



# The New York State EXHIBITOR

Issued on the Tenth and Twenty-fifth by

## Emanuel-Goodwin Publications

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May 10, 1932

### More on Dues

IT seems rather illogical that the men who work for the exhibitors are members of stronger organizations than the theatremen themselves. In American industry, this situation happens to be one of the few examples where the employee has more strength than the man who pays his salary.

Picture business being what it is, however, this is no great surprise.

As long as exhibitors think they can attain proper leadership, significant protection and results without contributing much into the coffers which any functioning body needs, then so long will exhibitor organization be weak, powerless, a mere shadow of what it ought to represent.

Projectionists, again taken as an example, have confidence in their leaders, are satisfied that they are well represented, do not try to make deals out of the organizations, are glad to contribute their share into the treasury, at least \$50 each every year, and retain more of the prosperity hangover than other industries.

Exhibitors, however, cry in chorus, chastise their leaders because material results are not secured, and then back out the side door when someone tries to secure dues from them.

To repeat this sort of thing is to say again what has long been known, that exhibitor organizations are not respected by the producers and distributors because of their own weaknesses. Even though the producers and distributors know that a strong organization might prove inconvenient for themselves, they realize that in the long run strong bodies benefit the industry. This, in turn, must help all companies.

And until the exhibitor realizes that no organization can exist without financial support, there will be no theatremen's body of any real value.

### Pooling and the Indies

IT is well for the industry, if it understands what such a situation may lead to, to applaud the pooling arrangement of theatres by Loew, RKO and Warners in Memphis, Tennessee. As has already been capably argued in the trade, such a step, first put into effect in Utica, New York, where Warners and Skouras made a similar deal, may easily prove a great financial saving to the circuits which have been losing heavily in overseated situations.

Clapping of hands, however, may not come from employees who lose their positions as the result of dark houses or the newspapers, which, certainly, will feel a loss of lineage as a natural development of the state of affairs. But inasmuch as the parties in question never comforted the theatres in their time of loss, too much sympathy cannot be placed with them.

The most important angle of the Memphis pooling arrangement, whereby two theatres go dark, might be found, however, in the subsequent-run situation. If the producer-distributors admit that with the pick of product they are unable to show a profit, will the producers apply the same logic to the independent subsequent-run accounts? Will the distributors become more lenient now that it is public knowledge that their product cannot make money for their own houses? Or will the exchanges argue that the first runs and subsequent runs have no connection?

Whether or not Memphis independents need any adjustment of their film prices is unknown. If their plight is the same as in other sections of the country, they certainly would not turn down aid.

But, if this pooling idea spreads, as a national indication to press, public and the trade that producer-distributors are willing to make concessions among themselves, then, certainly, the independent should be given similar benefit.

How can the distributors whose pictures cannot show profit in their own houses expect to exact high toll from independents who must play the same pictures when their value, as a subsequent run, is admittedly under first-run value?

If there must be pooling, and there are some who say that pooling amounts to monopoly, let the benefits be passed all the way down the line.

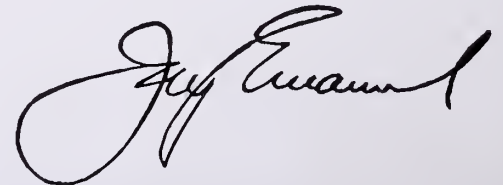
### O Mr. Alicoate!

A NEW mark in editorial guidance was set when Jack Alicoate, publisher of the FILM DAILY, openly condemned "Scarface," much-discussed United Artists product, and suggested that it should never be shown anywhere.

It will be interesting to note whether or not the usual procedure in this business will follow. Generally, a rap of that kind, even though sincerely expressed, is followed by a notice, from someone higher up, that the advertising department, closest contact to any trade journal, be instructed to place the "too-busy-to-see-you-today" sign out when a representative calls.

There are few publications that have not suffered in similar manner when the train of editorial thought takes such a turn, and the one in which these words are penned does not fall into the select category.

Alicoate is to be commended on his fearlessness, regardless of whether or not his point is well taken. Personally, this department believes "Scarface" is a moral lesson and a box-office godsend. We can assure him that United Artists has the system referred to above well oiled. It works perfectly, as has been found out. We know.





# Film Companies Sound Bigger and Better Prices as Selling Slogan for New Season

## Unger to Be Feted

Joe Unger will be the next to be tendered a testimonial dinner.

According to present plans, the Astor will be the scene of the testimonial, May 25.

When the Paramount divisional sales chief returns from the convention it is expected that the committee will begin functioning.

## Lightman to Address Spring S. M. P. E. Convention

### Important Papers Lined Up for Washington Meeting

Program of papers to be delivered at the spring meeting of the Society of Motion Picture Engineers, being held in Washington, D. C., May 9 to 12, will deal with problems most vitally affecting the motion picture industry.

Four phases of the industry will be given especial attention, with one complete session devoted to photographic problems, another to release prints, a third to theatre operation and the fourth projection.

### Exhibits Speak

The photographic session will be held May 10, with nine papers on the subject scheduled. The projection session will be held May 11 and the release print session, May 12. The theatre operation session will be held May 12, with five speakers of outstanding rank in the theatrical field scheduled. Among these speakers are M. A. Lightman, president, Motion Picture Theatre Owners of America; S. Sumner, University Theatre, Cambridge, Massachusetts, and N. Glasser, assistant zone manager, Warner Brothers, Washington, D. C.

## Film Daily Tourney

Arrangements have been completed for holding the 20th FILM DAILY Golf Tournament, June 22, at the Fenimore Golf and Country Club, White Plains.

Committee handling the tournament includes Al Lichtman, Lee A. Ochs, Bruce Gallup, Jack Alicoate, Ed Finney, Red Kann and Don Mesereau.

Applications for entry in the tournament are now being received at the offices of THE FILM DAILY. Entrance fee is \$10, with application, or \$12 if paid at the tournament grounds.

## Trade Hears Distributors Will Drop All Depression Talk and Try to Top High Antes of This Year — Conventions Begin

If the reports the trade hears are correct, the season 1932-1933 will see film companies going out for the biggest rentals in film history. As far as the distributor is concerned, rumor says, the depression is over.

### Radio Ad Chief



Bob Sisk

Is now functioning as the publicity and advertising director for all branches of RKO-Radio.

### Siegel Moves In

Appointment of Henry Siegel to the position of New York branch manager for Paramount-Publix, succeeding Milt Kusell, moved up, came as a pleasant surprise.

Siegel is an old timer in the business, having been in the exhibition and distribution branches of the trade for many years.

Universal's regional meet got under way here last week-end after a Chicago meeting. There will be 26 programmers, 14 of the action brand, with five serials and one reels and two reels to fill.

### Paramount

Paramount's convention got under way on the coast this week with the local contingent, and Buffaloite Kenneth Robinson and Albanyite Clayton Eastman present.

About 63 features will be made by Paramount. Two and more stars in one picture will be used in several instances.

There will be 241 short subjects including (one reels) 18 Screen Songs, 18 Betty Boops, 13 Paramount Pictorials, 13 plugging Radio favorites, 13 Souvenirs, 12 Grantland Rice Sportsviews, 13 Hollywood on Parades, 13 Paramount Headliners, 104 News (two reels), 12 Mack Sennett star comedies, and another feature group of Sennetts.

### Schedule

RKO meets in Chicago May 16-18.

Fox will have its sessions here, May 16-20. Columbia convenes in Atlantic City, May 22-25.

Others are not definitely set yet.

### Three for Hattam

Ritz, Berkshire and Park Theatres, Brooklyn, are now under Jack Hattam's direction. Henry Siegel, now New York Paramount exchange manager, recently had the theatres.

### Freeport Vaude Goes Over

Since the Freeport Chamber of Commerce suggested vaudeville to Schwartz's Grove Theatre, Freeport, Long Island, new policy has been operating for the past two weeks, and the folks are going for it.

## O'Reilly Case Leads to Breakup

Lord's Day Alliance of the State of New York has voted to withdraw as an auxiliary from the Lord's Day Alliance of the United States, following disapproval of the national body's tactics in licensing special investigators. It is believed that the action resulted from the disapproval of actions of the national secretary in connection with the arrest of Cornelius D. McNerny on a charge of extortion. McNerny, representing himself as an agent of the Lord's Day Alliance, was trapped by police while receiving five \$20 bills in the offices of the Theatre Owners' Chamber of Commerce, from which, according to the police, he had demanded \$1,000 a month, in lieu of his enforcement of the Sunday 2 P. M. opening law. Charlie O'Reilly, president of the T. O. C. C., was instrumental.

The state unit will be known as the Lord's Day League of New York.



## SIDELIGHTS ON THE HOTEL ASTOR HARRY H. THOMAS TESTIMONIAL

MAY 9, 1932

APPROXIMATELY 750 film men, exhibitors, distributors and friends attended the testimonial to Harry H. Thomas at the Astor, May 9, the largest gathering of its kind in many seasons being recorded. It will probably mark a record for depressing times. Even for a prosperity era, it would stand as a new peak in testimonials.

THE UPSTATE CONTINGENT included L. Jascow, Buffalo; Leo J. Rosen, Buffalo; Elmer Lux, Buffalo First Division manager; Mitchell Fitzer, Syracuse; Ted Rosen, Tonawanda; Jack Lyons, Buffalo; Burt Freese, Albany; Nat Worth, William Shirley, Farash Theatres Corporation; Bob Bertschey and others. A goodly representation appeared from Philadelphia, Washington and other points.

A DUMMY COVER of THE NEW YORK STATE EXHIBITOR, containing the menu and some ribbing, was presented to each diner as he appeared at his table. It caused a lot of comment, and a novelty.

ON THE DAIS were Leon Rosenblatt, Sidney Samuelson, Austin Keough, Al Lichtman, A. H. Schwartz, Rudy Sanders, Louis Nizer, Harry H. Thomas, Ray Johnston, Sam Eckman, Ned Depinet, Jules Levy, David Barrist, M. J. O'Toole, Jack Alicoate, Max Cohen, Harry Kosch, Henry Chanin and Iz Rappaport.

SANDERS opened the speech-making after the dinner was completed. The feed pleased everyone, placing them in good humor for speech-listening-to.

LOUIS NIZER, who is developing into the best toastmaster in the territory east of the Mississippi, and probably west of it, again presided. Lou is coming along fast, and with a few more "show" engagements will be able to do an m. c. at the Palace. The beauty of his leading is that he changes the approach at each testimonial.

HE REVIEWED the life of Harry H. Thomas, burlaquing it and getting in enough ribs to make the testimonial-receiver happy and unhappy. He referred to the fact that cut major company execs expect to be receiving the fourth in July. Thomas, said Nizer, had a hard look on his face when he grew up, which indicated that he would be an exchangeman. Skouras, for example, cried, which indicated that he would be an exhibitor.

Nizer proved a hit.

SIDNEY SAMUELSON, as usual, opened the show, and took in a lot of ground by saying that he represented the independent exhibitors east of the Mississippi. Most people didn't know Jersey was that big. Thomas came in for more applause.

MAX COHEN, operator of the Beacon, drew a laugh when he stated that this idea of being independent would apply better to Metro and "Grand Hotel." As for Thomas, no one was fairer or more willing to lend a hand.

NIZER came back and said that he had heard that many major company execs expect to drop their salary and live on a percentage of losses. This introduced Harry Kosch, the new guiding hand of the Roxy.

KOSCH came out with a strong plug for independence, stated that the independents need organization and that when one of the larger companies got through with the Roxy there wasn't much left. He burned plenty. He told of an incident that revealed Harry H. Thomas has a lot of the milk of human kindness left. He referred to THE NEW YORK STATE EXHIBITOR when he asked for help for the independent exhibitor and exchangeman.

TOUCHING ON the Kosch talk, Nizer claimed he had thrown, himself, more exhibits into bankruptcy than anyone in the room. (He's secretary of the N. Y. Film Board of Trade.)

NED DEPINET, although not knowing Thomas as long as many, boosted him strongly. He gave Al Lichtman a ride by saying that instead of new plans the industry needed more showmanship. Let Al keep his plan, he asserted.

NIZER pointed out that this indicated the regard the higher execs had for one another.

TELEGRAMS (advertising Monogram films) were read from Rex Bell, Monte Blue, Dorothy Burgess, Noah Beery and others.

M. J. O'Toole, one of the few of his kind left in the industry, delivered a few well-chosen words. As secretary of the M. P. T. O. A., he represented the national body.

AL LICHTMAN then took the floor and proved the first real hit of the dinner. He presented his usual monologue, with well-chosen additions. The testimonial, it appeared, was getting to be a racket, because Nizer always headed the list of speakers, Samuelson opened the show, and the same line-up was followed. O'Toole was substituted for O'Reilly, he stated. This testimonial, he said, should be one to end all testimonials, just like "The Struggle" (U-A) did the same thing for the industry.

In answering Depinet, he stated that apparently Depinet doesn't know the present plan, so how could he comment on a new one. He gave himself a strong ad for his talk at the M. P. Club the following day. He admitted he was just doing his usual act.

NIZER, again, stated that Lichtman had just put on the trailer for his tomorrow's show. Why quarrel, he asked. This wasn't a Philly group of exhibits.

RUDY SANDERS then said something.

GABRIEL HESS, M. P. P. D. A., and Austin Keough, Paramount counsel, were introduced.

SO WERE F. P. A., columnist on the "Herald Tribune," and Jules Levy.

NIZER then gave Lou Philips, his law partner, a plug when he read a telegram from him, sent from the P-P convention on the coast.

I. E. CHADWICK'S telegram was read.

SAM ECKMAN, Metro, told a well-chosen story. (Censored.) He praised Harry Thomas.

HARRY H. THOMAS, guest of honor, closed the show and the entertainment began at a very late hour.

WILLIAM SHIRLEY, Farash Theatres exec, came down with a load of dope on the Schenectady situation. Seems as if the new RKO Plaza is double-features at 15 and 25 cents, the prevailing neighborhood rate. There may be trouble brewing if a price war starts, with some hint of government investigation.

SOL TITLE brought along the information that Moe Sanders was elected chairman of the entertainment committee of the M. P. Salesmen, Inc., at a recent meeting.

NEWS THAT ARTIE NEWMAN, Jersey Educational salesman, has been married since Friday to Bertha Kemp, developed. They are honeymooning. The Tiffany and Educational office forces gave them a beautiful lamp.

THE GATHERING proved one of the most congenial get-togethers in recent years and revealed how Harry Thomas stood in the industry.

EVEN AL SHERMAN had no kicks. He's motion picture editor of the TELEGRAPH.

THE FRISCH-RINZLER contingent was prominent at the festivities, and so were all the other independent circuits. It just seemed as if Harry Thomas is the most popular fellow ever.

THE ENTERTAINMENT promised to be great, even though this reporter had to miss it to make a deadline.

FIRST DIVISION'S home office force, as well as its affiliates, were present and ever busy. They wanted to be certain everyone had a good time.

ALL IN ALL, A SWELL AFFAIR, AND A REAL TESTIMONIAL TO A REAL FELLOW.

(Pictures taken by THE NEW YORK STATE EXHIBITOR will appear in the May 25 issue.)



# Symposium to Feature Atlantic City Meeting of Eastern Allied Exhibitors

## Trust Optimism Squelched

Observers point out that those who have been declaring that the government would wink its eye at monopolistic efforts on the part of movie companies failed to find any optimism in the recent Supreme Court decree barring the packing companies from extending their chain store lines.

Usually, if the decision had been favorable, the trade would have been flooded with publicity showing how this reacted toward more mergers in big business.

### Heard In

**CROSSTOWN**  
Cut Prices and Two Go Dark

THERE MAY BE a Soviet newsreel around soon. . . . Harry Brandt will not operate the Cosmopolitan until the fall. . . . Elmer Rogers has retired from the Palace, after 18 years. . . . Herman Whitman will handle the theatre under its new 10-act, shorts, popular-price policy. . . . And thus it passes as Broadway's big vaudeville theatre. . . . Irving Ureles is the new assistant at the Loew Hillside. . . . Morris Winkler is the new assistant at Loew's Willard, Woodhaven, L. I. . . . Lou Preston is now with Frisch and Rinzler.

HOLLYWOOD AND WARNERS may both stay dark unless vaude goes into the two-a-day theatre. . . . Eddy Eckles, the man who nearly put over "Here's How" on the coast, is now editing "Voice of RKO," house organ. . . . Bob Sisk is out on the coast. . . . The New York Sign Writers are now getting \$13.23 a day for a five-day week. . . . One year contract. . . . Amounting to a 10 per cent cut. . . . But it seems as if the cloth banner idea has taken hold here. . . . The Mayfair has cut its prices. . . . A lot of other Main Stem houses might well follow. . . . Columbia's "No Greater Love" was the Foy-Golder "Road to Happiness" when it was produced. . . . At the Roxy, soon.

ED HELOUIS is now office manager of New York Columbia exchange. . . . He was 16 years with Pathe and RKO. . . . Jack Cohen, Philadelphia, is out of the WB legal department. . . . Harry Goldberg is managing the Albee. . . . Fred Cruise is handling the Mayfair. . . . There have been a lot of changes recently in Main Stem theatres. . . . They are bringing up that independent first-run day and date proposition. . . . Namely to hit Loew's, it would seem. . . . Independent product for independent theatres, it indicates.

HARRY MANDEL is handling all RKO theatre trailers. . . . He also will have charge of publicity for several of the circuit's theatres. . . . Bob Wolff, John Dacey,

## Program Arranged by Sidney Samuelson Scheduled As Constructive and Educational — Statement Indicates Sales Policies Will Be Discussed

Recognizing that trying times are ahead and that the buying of pictures this year will present great difficulties to the independent theatre owners, it is the purpose of Allied States Association at the forthcoming conference of eastern exhibitors at Atlantic City to conduct a symposium on theatre operation with a view to evolving plans for meeting the future, a statement from Allied States Association says.

Phil Hodes, Bernard Kranze, Max Westbee, Frank Drumm, Lou Kutinsky, Edward Carroll and other RKO exchange folk were guests at a dinner given by the executive staff recently. . . . The local office won a collection drive.

CHARLIE O'REILLY didn't wait long to have an alleged fixer arrested because he tried to get \$100 to "fix" something for local theatres. . . . It seems as if some of the houses open up before the ordinance stipulates. . . . Namely, before 2. . . . And when the investigator made a proposition, they say, O'Reilly turned the case over to the police. . . . Nice work. . . . Columbia meets in Atlantic City, May 23. . . . Warners are instituting a bonus system and prizes in the theatre department. . . . Mike Simmons has sold another book. . . . The N. J. Allied group is going to fight against alleged bad prints. . . . Sam Goldstein is sales manager for Peerless Pictures. . . . RKO trade-showed "Symphony of Six Million" recently. . . . Adolph Pollak is associated with a new firm. . . . Al Herman is producing for him.

THEY SAY that the triple picture practice in Brooklyn is aggravating. . . . As long as they allow two features, why worry about a third. . . . If the double-feature idea seems to be tolerated, that's where the evil rests.

ATTENDING THE PARAMOUNT CONVENTION from this exchange district were Milt Kusell, Henry Siegel, Henry Randel, Earle Sweigert, M. E. Sattler, and the usual representation from the home office. . . . Universal was next in line for a local confab. . . . Pathe evidently doesn't like the idea of 306 giving free shows, so it sues, asking for \$250 for unauthorized exhibition. . . . Rudy Sanders is now being called grandpa.

SOL KRAVITZ has taken the management of the Renaissance. . . . Exhib Robinson operates it. . . . J. Sammon has the Atlantic Theatre, East Rockaway. . . . Dewey is the new name of the Sunshine, Brooklyn, in new hands.

### Flinn-Lalley Case Settled

Dismissal of the indictments against John C. Flinn and Henry F. Lally by the New York Court of Appeals was received with rejoicing by the trade. It is believed that the case, resulting from the Pathe fire disaster, will now be closed.

### Cohen and Schwartz Add

Imperial, Irving Avenue, Brooklyn, formerly Nelson and Renner house, has been taken by Cohen and Schwartz, who had the Kameo, Bronx.

Sales policies and product of the several distributors will be fully and fairly analyzed; methods employed by successful theatre owners in the exploitation of pictures will be explained and discussed; plans for enlarging the influence of the independent theatre in the community will be considered.

Program being arranged under the supervision of Sidney E. Samuelson, vice-president of Allied and president of the New Jersey Association, will be constructive and educational and designed to enable the independent theatre owners to weather the storm that is just ahead and retain their theatres for what lies beyond.

## Independents Will Plug Star Series in New Season

The independents, in the new season, plan to offer star series.

First Division, Harry H. Thomas organization, will have one of the biggest names in the field to offer. Some say it is Norma Talmadge, in a Monogram release.

Meanwhile, the F-D crop, "Avalanche," "They Never Come Back," "Wild Women of Borneo" are present money makers.

"Wild Women of Borneo" has much the same history as "Ten Nights in a Barroom," which was turned down at first by circuit bookers and later booked in by them to their own delight.

### Maxbilt Shifts

Maxbilt Theatre, Fleishmann's, is now under Irving Dashkin's direction.

Trades as the Interstate Motion Picture Theatres, Inc.

### Manhattan Changes

Herman Reisner has taken over the Manhattan Theatre.

Fox and Ochs had the house during two changes.

### Bluebird Shifts

Bluebird Theatre, Brooklyn, is now in new hands.

Brandt and Weinstock have the theatre.

### Selig Takes One

Al Selig, formerly with Columbia, has taken over the Matawan Theatre, Matawan, N. J., formerly the Rivoli.



AN ABSOLUTELY AUTHENTIC AMAZING ADVENTURE!

# The Blonde Captive

A greater boxoffice draw than the record breaking "Africa Speaks"; this sensational picture is going to do a land-office business for wise showmen! The authenticity of this unparalleled adventure and the tremendous exploitation opportunities make this one a "natural" which will run up your gross to a new high! Get it—for Gold's sake!

**THE BLONDE CAPTIVE WHO  
CHOSE TO REMAIN WITH  
HER PRIMITIVE MATE!**

*Thrilling narrative description by  
the popular Lowell Thomas, radio  
"Voice of the Literary Digest."*



**THE LINK BETWEEN  
SHOWMEN AND PROFITS!**



Once in a Blue Moon  
a Freak Picture comes  
along and becomes a  
Boxoffice Sensation  
**OVERNIGHT!**  
That's "THE  
**BLONDE CAPTIVE**"  
May 10 '32 pg. 10





## BEHIND THE PICTURE

Discussion by

- Jack Cohn
- Louis Nizer
- Josef Zimanich
- Maurice Pivar

May, 1932

A MONTHLY FEATURE  
OF  
EMANUEL - GOODWIN PUBLICATIONS

WE HAVE TALKED and thought "depression" to the point where the thing threatens to become ingrained in us. Even the prosperity of past boom years never got the publicity this depression has had. In the words of Eddie Cantor, "Let's stop advertising the depression—it's been a success."

The coming summer, apprehensively looked forward to by many as the worst season of a bad year, presents, in my opinion, no problems that cannot be solved by the exhibitor who is sufficiently certain of the entertainment value of the product he has booked, or contemplates booking, to advertise it to the fullest extent.

WE WON'T BE FATUOUS ENOUGH to intimate that bad business has been a state of mind. It has been an actuality. We have, however, devoted altogether too much time and too much thought to it. Statistics that are easily available to anyone who wants to study them prove that even during the darkest part of the past two or three years there are theatres that have made money and there are pictures that have paid profits. All the pictures that have paid satisfactory returns at the box office, to the distributor and to the producer won't be found among the "ten best" for any year involved in the slump.

Unfortunately, and possibly, quite naturally, we hear far more of the failures than we do of the successes. We are like the weather forecaster who predicts that tomorrow will be "partly cloudy"—not a word to the effect that, therefore, it must also be "partly fair."

## Who Said Bad Business?

By Jack Cohn

Vice-President  
Columbia Pictures  
Corporation

COLUMBIA is proceeding on the assumption that the exhibitors of the country are willing and anxious to present a united front to the depression bugaboo this coming summer, with a view to giving it a thoroughgoing trouncing. This can be done in only one way—not by retrenching in operating expense, not by cutting down on advertising appropriations—but by going out after business through the means always at hand, backing up every picture played by an adequate advertising campaign.

How important this is, none of us need be told. Summer is a traditionally slow season. The summer of a year that thus far has shown no sharp uptrend in general business conditions might be expected to be pretty bad. How bad or how good it may turn out to be depends upon the individual exhibitor, and I say this without any thought of attempting to shift responsibility from the shoulders of producers and distributors to the shoulders of the theatremen.

IT HAS BECOME almost a routine matter in the picture business for distributors to hold back their best product during the summer months on the theory that any old pictures will do for a season that naturally shows a falling off. This, of course, has handicapped the theatremen, who, feeling that they had nothing in particular to cheer about, cut down on their advertising. Such a procedure admittedly has kept the summer slump idea on top, even in good years, but it will not answer now.

REALIZING this situation and all the economic loss it entails, Columbia this year will reverse the procedure. The coming summer will witness the release of the greatest pictures on our 1931-32 program. These pictures are now in work at our West Coast studios. On each of these productions we have increased our budget, not to spend money merely for the purpose of spending it, but solely to express our confidence in the future by giving Columbia exhibitors the highest quality product we have ever released so that they, in turn, may have something to shout about through advertising. This is the best way we can conceive to make the summer of 1932 an outstanding season in the picture business. If this product which we are soon to start on its way through the theatres of the country isn't worthy of unusual advertising campaigns, then the theory of telling the world that you have something extraordinary for its consumption—which is the basic idea of advertising—is all wrong.

WE HAVE TALKED and thought bad times until the subject has been worn  
(Continued on page "G")



# PEN SKETCHES FIVE AND SIX...

By  
Louis Nizer

Carl Laemmle and Jesse  
Lasky Are Surveyed

A LONG, OVAL, ARTISTIC HEAD. Soft, kind, blue eyes. Deep auburn hair turning mellow. Coily shaped, good natured lips which rest upon a fiercely aggressive chin. Bird-like expression adds to the reflective wisdom of his features.

Gentle in speech and manner. Soft voiced. His equanimity comes not from meekness, but from an inner reserve of strength. His quiet poise is the outer manifestation of his culture—the delicate purveyor of his refinement and good taste. Never loses his temper or raises his voice. Combine these qualities with a restless, adventurous, courageous spirit and you understand the complexities and versatility of his amazing career.

Born in San Francisco 51 years ago. Early ambition was musical career. Was accomplished pianist and played in theatre orchestra.

The legend of Honolulu and his own restlessness combined to place him there as the solo cornetist of the Royal Hawaiian Band. The only white man in the orchestra. Returned to California, became cub reporter on the "Evening Post." Continued to store up impressions and observations for some later day.

THEN CAME the Alaska gold rush. He was one of the first hundred men to reach Nome. He penetrated the interior, alternately perspiring and freezing to wash out 40 dollars of gold a day.

Returning to California, he and his

sister obtained a \$60 a week vaudeville booking as a vocal and instrumental harmony team. The circuit brought them East and into the act of Hermann, the Magician. Lasky finally became his manager and exceeded his star's greatest feat when he obtained a record-breaking \$1,000 a week booking. Sensing the vaudeville boom, he sought out B. A. Rolfe and formed partnership with him—producing musical acts. In two years he amassed \$150,000 and a handsome income.

A TRIP TO EUROPE for talent gave him the idea of cabaret entertainment—then unknown in America. Produced Folies Bergere at present Fulton Theatre—tables in orchestra, seats in balcony. This "More Parisian than Paris" revue ballet—a tremendous artistic success. Also tremendous financial failure. Penniless, his irresistible vitality and self-confidence pushed him forward to new triumphs.

Went to Mrs. De Mille conducting dramatic agency. Met her son, Cecil, and together they wrote and produced several operettas. A famous friendship began. During vacations they explored unknown regions of Canada and Alaska, shooting wild geese, and narrowly escaping death on several occasions.

THE MOTION PICTURE industry had just been born, a picture company offered Lasky \$10,000 for his name, which had value for vaudeville audiences. He refused. "Let's go into the motion picture business!" he suggested to De Mille. "Let's," was the laconic and always ready answer. "The Squaw Man," with Dustin Farnum, was the result. There followed many successes—artistically and financially, requiring structural growth, too. Famous Players Corporation merged with Lasky Corporation, Lasky becoming first vice-president. He yearned to take director's megaphone, but artistic leanings had to be expressed as impresario, maestro, editor.

IN 1909 MARRIED BESSIE GAINS, an accomplished portrait painter. Billy (11) and Betty (9) now share his amorous devotion. His infant son has already published his second volume of verse. His father favors English authors—Galsworthy, Wells,

(Continued on page "F")

A SHORT, STOCKY, STUBBY tyro still spinning with intoxicating vigor at the age of 65. Paradoxical face. One sees shrewd, piercing eyes and then is surprised by elongated dimples and a ubiquitous grin. Large teeth separated from one another add boyish mischievousness to his smile. A little lower is the grim, firmly set jaw. These features reveal the contrasting qualities of the man. Amiable, kindly Uncle Carl,—but a resourceful, demoniacal fighter. Five feet, two inches of innate goodness or concentrated fury depending on the provocation.

BORN IN GERMANY, in the city of Laupheim, which now has a street named after him. Came to America at the age of 17. Worked in drug store, on farm, became bookkeeper and manager of clothing store. Early struggles conditioned him with mental fortitude and persistence which later routed his enemies.

IN 1906 opened first theatre in Chicago. Installed 299 seats from undertaker's parlor. Painted outside and called it the "White Front." Became distributor and producer by necessity. Defied motion picture patents company, fighting this gigantic trust single handed with feeble weapons made dangerous by his resourcefulness. When cut off from supply of photoplays produced them himself despite infinite obstacles deliberately placed in his path. His ultimate triumph against monopoly constitutes most thrilling romanticism in the history of American industry.

PIONEER in various phases of motion picture industry. Broke so much ground he is almost guilty of monopoly in setting precedents. First to present the "Synchroscope," an unsuccessful effort at talking pictures. First to present color on the screen. First to present advertising films. First to present a motion picture at a Broadway theatre and have critics review it. First to organize beauty contest.

SOFT VOICED, easy, disarming manner which removes embarrassment and hesitancy from those who speak to him. Characteristic gesture in speaking is to shake forefinger. His most efficient secretary is a little note book in which he confides copious ideas. Has dictaphone in his bedroom in California and dictates in the early hours of the morning. Love for work is so intense it becomes mania under stress. Has remarkably retentive memory, as those who depend upon his forgetfulness learn to their sorrow when he quotes figures sent to him months before.

DOES NOT SMOKE, drink or curse, but enjoys gambling on horses or poker. Has the only perpetually grinning poker face in the world.

PALATE is slave to "gansgruben." Friend ships them to him from Chicago. Takes loaf of rye bread and salami with him on trains.

IS HORRIFIED if called upon to make a speech. Reads avariciously but almost exclusively company correspondence. Insists upon opening and reading personally thousands of letters received from "Saturday Evening Post" advertisements. Distributes them with pencil notations and instructions to executives.

(Continued on page "G")



Jesse A. Lasky



Carl Laemmle



# Community Singing In Your Theatre

By Josef Zimanich

(EDITOR'S NOTE: Josef Zimanich, for more than three years the head of Paramount-Publix Music Novelties Department, in charge of all organ material, etc., devoted a great deal of time to study the matter discussed in this article. Aside from his general knowledge of music, both from its commercial and professional aspects, his extensive experience with the specific subject of music novelties, short subjects, and his close contact with theatre operation and program building, make his observations in the following article a matter of authoritative worth and importance.)

THIS ARTICLE is based on an exhaustive study of audiences' reactions to different types of entertainment and particularly to community-singing screen-novelties. Different audiences in different parts of the country have been closely observed; thousands of patrons have been personally interviewed; special questionnaires filled by theatre operators, community clubs, societies, etc. These observations and study of audiences' reactions have been compiled into one report, on the strength of which comes the following statement:

THERE IS HARDLY ANY OTHER FORM OF ENTERTAINMENT AVAILABLE FOR STRAIGHT SOUND HOUSES WHICH HAS A MORE UNIVERSAL APPEAL AND WHICH BUILDS MORE GOOD WILL AND FRIENDLY RELATIONS BETWEEN THE AUDIENCE AND THE THEATRE THAN COMMUNITY SINGING. It breaks up the monotony of mechanical sound, it adds life, natural and personal touch to the program and creates in the theatre an intimate get-together atmosphere, the institutional value of which is too obvious to be neglected or even underestimated. From the moment a patron buys his ticket and steps into the lobby of the theatre, he feels in a joyful mood and is not only ready to be entertained, but is willing to take part in the entertainment, and this he can best do by joining in the singing of popular tunes, which are brought to him by the organist, or, in his absence, through the medium of special organ novelties-on-film.

EVERY REAL SHOWMAN, FROM THE HIGHEST HOME OFFICE EXECUTIVE TO THE LAST USHER IN THE FIELD, HAS BEEN QUICK TO RECOGNIZE THE INCREASING VALUE OF COMMUNITY SINGING TO ANY PROGRAM. However, until last year, this highly valuable form of entertainment used to be the privilege of only de luxe or class A houses, equipped with an organ and having an organist, and it is only recently, through the medium of organ novelties-on-film (Organlogues) and other similar subjects, that every theatre, even the smallest one, can afford community singing. It has been proven in many instances that audi-

ences who, for reasons of economy, have recently been deprived of community singing, most heartily welcomed the renewal of this part of their entertainment, in the form of these special organ concerts-on-film, which proved to be actual life-savers in masking the sudden disappearance of the organists. . . . Those audiences that have never before had community singing, welcomed it as a novelty, and very quickly became "song conscious" and learned to "drop in to the theatre for a song"—to such an extent that in a great number of situations these Organlogues became a regular weekly feature and an important part of the program.

THE NOVELTY TWIST OF EACH ORGAN FILM, THE MARVELOUS ART WORK, BEAUTIFUL ANIMATION, LIVE PHOTOGRAPHY, SPLENDID RECORDING, AND INEXPENSIVE COST, MAKE THEM A TRULY OUTSTANDING SUBJECT OF UNQUESTIONABLE ENTERTAINMENT VALUE AND ADAPTABILITY TO ANY SITUATION. Already over a thousand theatres are using these subjects as a regular weekly feature, and among their extensive and satisfied users are the biggest circuits in the country, chain and independent. This outstanding success and rapidly growing universal popularity of these subjects is unquestionably the natural result of their quality and value. MANY A PROGRAM DIFFICULTY AND A BOOKING PROBLEM HAVE BEEN EASILY SOLVED THROUGH THEIR USE, TO THE MUTUAL SATISFACTION OF THE AUDIENCE AND THE THEATRE. In addition, these subjects are unique in their possibilities of bringing to the audience, any audience, anywhere, an array of celebrated and nationally known personalities of the stage, screen and radio. The tunes from these organ concerts are being selected with great care from the latest song hits, made universally popular through the radio.

CONSISTENT USE OF COMMUNITY SINGING NOVELTIES-ON-FILM IS EQUIVALENT TO THE INSTALLATION OF A \$50,000 ORGAN AND THE ENGAGEMENT OF A HIGHLY-PAID ORGANIST, THEREFORE, THESE ORGANLOGUES ARE TO BE EXPLOITED AS A REGULAR WEEKLY ORGAN SOLO. In fact, these screen organ solos lend themselves to a much wider scope of exploitation, considering that they bring to your audience a great variety of nationally known celebrities—organists, singers and announcers, among whom are such artists as Jesse Crawford, Tony Wons, Ann Leaf, Norman Brokenshire, The Street Singer, David Ross, Lew White, Louis Dean, Harry Vonzell and many others.

THERE ARE MANY WAYS and means for effective exploitation and presentation of these organ-films which will make the audience song-conscious, will stimulate interest, will encourage community singing at the theatre, and will make these Organlogues a regular, welcome, permanent fea-

ture. Each individual manager who knows his community, will find many ideas and stunts of strictly local nature. However, we thought it advisable to make below a few general suggestions in connection with the use of these subjects, which, IF PROPERLY EXPLOITED AND PRESENTED, WILL BUILD UP AND SUBSEQUENTLY MAINTAIN THE AUDIENCES' INTEREST, AND, AS A RESULT, WILL DEFINITELY SELL TICKETS.

## SUGGESTIONS FOR EXPLOITATION AND PRESENTATION OF ORGAN NOVELTIES-ON-FILM

### SINGING USHERS

Spot your ushers in different parts of the theatre, and have them start singing.

### LOCAL TALENT

Have local talent lead in singing. You will always find a number of local singers who will be glad to lead the audience. A little publicity for them will be their inducement.

### TIE-UPS WITH MUSIC DEALERS

Tie-in with your local music dealers—they will supply singers, to plug the song hits.

### SINGING CLUBS FOR GROWN-UPS AND CHILDREN

Organize a singing club for grown-ups and a Saturday morning singing club for children. *Children singing clubs offer unusual possibilities and we call your particular attention to them.* GIVE PRIZES to the best singing class and to the best singer in each class.

### TIE-UP WITH SCHOOLS, ETC.

Tie-up with public schools, fraternities, glee clubs, music schools, colleges, etc. All these institutions are well equipped with singers and will gladly co-operate with you.

### SINGING CLASSES

Organize singing classes—have them attend special performances of these community singing Organlogues.

### SUNDRY TIE-UPS

Some of the songs in the Organlogues lend themselves to tie-ups with groceries, clothing stores, florists, ladies' apparel, restaurants, etc. For example: "Potatoes Are Cheaper," "Tomatoes Are Cheaper," "Button Up Your Overcoat," "Moonlight and Roses," "Jazz Up Your Lingerie," "Cup of Coffee, Sandwich and You," etc. The showman-manager will always find in each Organlogue a suggestion for a local tie-up and special exploitation.

### ADVERTISING CATCH-LINES

"Drop in for a Song." "Sing and Be Happy at the \_\_\_\_\_ Theatre." "The Close Harmony Theatre." "The Happy Song Theatre." "A Song a Day Keeps the Blues Away." "Loosen Your Vocal Cords at the \_\_\_\_\_ Theatre," etc.

### SOUND VOLUME

The sound volume of the organ-films is to be kept at the maximum. There is no danger of too much volume, because organ music rarely, if ever, can be too high.



# Film Editing

By Maurice Pivar

Supervising Film Editor

Universal Studios

PERHAPS THE LEAST HERALDED of all occupations in the motion picture industry is that of the film editor, commonly known as the "cutter." Unlike most of the technical branches of the business, film editing does not follow any set routine, but each picture and even each sequence in a picture presents a different problem to the editor. This is especially true today when situations are tied up and involved with the sound element.

THE FILM EDITOR must not only know how to "cut" and assemble a picture, but he must apply intelligence and ingenuity to his work. He must not only know the routine of editing, but he must thoroughly understand and know screen values—dramatic, comic and photographic, and take full advantage of the film he has in hand so that it will appear to the audience to the best advantage. A cutter devoid of the ability to feel dramatic and comic impulse would be of little assistance to the director even though he might be fully versed in the mechanics of his work.

Those of us who are familiar with productions, are aware that the average feature picture involves anywhere from 30,000 to sometimes 300,000 feet of film, and it requires efficiency and system for an editor to be able to place his hands on any particular scene at any time, without having to wade through thousands and thousands of feet of film.

THE SYSTEMS USED for keeping track of this excess film vary in the different studios. We at Universal, through the co-operation of our laboratory and the production department, have simplified this phase of cutting to a great extent. After each day's work on the set, the script girl sends to the cutter a copy of her record of the day's work. This record states clearly the number, the length and the dialogue of each scene. This is kept on file from day to day by the cutter. Time and again during the course of editing a picture, a director will prefer a scene changed from one angle to another and, sometimes, there is a question as to whether such a scene may have been shot, and to avoid wading through the film to verify it, the cutter instead refers to the script girl's notes.

IN ADDITION to the script girl's record, a laboratory record is also kept by each cutter. This record is sent through with the film, commonly termed "dailies," which is printed up each day by the laboratory. The edge numbers and scene numbers of each scene printed is marked on the record. Quite often during the editing of a picture a scene is either damaged or more often cut up by the changing of cuts to the extent that a reprint is necessary for practical handling. The use of the laboratory records and the script girl's daily record facilitates the ordering of reprints and the checking of various scenes in the picture.

The routine involved in the preliminaries of editing a picture vary somewhat in the different studios. The majority, however, favor the use of separate sound track and separate action during the process of editing. There are several studios, however, which use movietone prints or—in other words—prints which have the sound already printed on to the action. This method may be more economical from a standpoint of saving of film, but the writer is in sympathy with the use of separate sound track, for the reason that it offers a greater latitude in the editing of a picture.

THE FIRST STEP in connection with editing is, as a rule, to synchronize the sound track with the action. This is accomplished by the use of a specific mark or punch at the beginning of each scene. This punch or mark is made on both the action and the respective sound track and it is necessary, therefore, to see that both punch marks start at the same point.

To simplify the handling of separate sound track and separate action, the use of numbers on the edge of the film—spaced one foot apart—is necessary. These numbers are made in duplicate and the same number that appears on the edge of the sound track film also appears on the edge of the action film—both numbers being in the same relative position from the start mark.

With the "dailies" synchronized and properly numbered, they are then shown to the director or any other executives interested in the production. Where there are more than two takes to a particular scene, the director, as a rule, selects the one he prefers and this is the one which is set aside for use in the picture, the others being kept on file.

THE EFFICIENT EDITOR, as a rule, starts to edit his picture with the completion of the first sequence. All of the film of this sequence when completed is assembled in continuity order. This gives the editor an opportunity to familiarize himself thoroughly with the film on hand and enables him to visualize the cutting possibilities of the sequence. The editor's objective, then, is to cut this sequence to the best advantage—utilizing such angles as he feels will present the sequence in the most effective manner on the screen.

This procedure is continued as the director shoots his picture, so that within a few days after the director has completed his picture, it is practically ready for him to see in what is termed "first or rough cut." Most directors are thoroughly familiar with cutting and at times are of great help to both the picture and the editor. The director, having made the picture, naturally may have his own ideas with regard to the way certain angles should be used to portray certain scenes. In shooting the sequence, he may have been striving for a certain dramatic or comic value in the situation. Then oftentimes, the editor may cut it from his own point of view. This, naturally, brings about discussion and—with an intelligent editor—the director at times may find that the editor has already gotten the most out of the situation with the film in hand.

THE BEST RESULTS are generally obtained when both the director and the editor work in close harmony and are open-minded to suggestions.

The picture in first cut naturally runs considerably over the general releasing length and before any final eliminations are made, the picture is presented to the public for its reactions; all further cuts or eliminations being determined by the results obtained when shown to an audience. Quite often certain situations which look very appealing during the process of cutting, fail to impress the audience and, likewise, certain situations which apparently do not seem to carry much weight in the studio projection rooms, bring a strong reaction from the audience. In this way, the director and everyone else concerned with the picture is enabled to judge, through the audience reaction, the screen values of all the situations in the picture, later removing such situations which prove non-essential.

BEFORE A PREVIEW is held, however, there is a considerable amount of mechanical work that the picture must go through. First, there is the work of embellishing and refining the various cuts. Then the matter of adding sound effects and music and also the injection of certain photographic effects in the shape of lap dissolves and other effects to which the picture may lend itself. Today, with the perfection of what is called the "optical printer," these effects—such as lap dissolves, etc.—which ordinarily were made on the sets by the director and which proved very costly because of the loss of time involved, are made on these optical printers after the picture has been completed.

Some studios have a special department which handles the injection of sound effects and music into the picture. At this studio, we find it more desirable to have the editor himself supervise this phase of the work, for the reason that he is thoroughly familiar with the film and also with the particular desires of the director and the manner in which they are to be placed. Our sound

**In this address before the Technicians Branch of the Academy of Motion Picture Arts and Sciences, Maurice Pivar goes into the difficulties of sound film editing. Those who read his paper on the subject will immediately sense the difficulties the talkies brought with them.**



department concentrates on the making of the effects desired and also in the handling of the necessary music. There is also a close co-operation between our sound department and our sound library. When the editor is in need of certain sound effects or music for his picture, this particular track is ordered through the sound department. This department first refers to their files in the sound library and if the track is not already in the library, one is made. However, when a picture calls for considerable music or some special type of music, the sound department, of course, places this in the hands of a specially assigned musical director.

After both sound effects and music have been supplied the editor, he supervises the lining up of these particular sound tracks and both the effect tracks and the dialogue tracks go through the process of what is called "dubbing"—which is also handled through the sound department by special operators for this purpose.

**THE WORK OF DUBBING** presents quite an interesting phase of motion picture production today. Dubbing has simplified to a great extent the making of sound pictures. Where originally sound effects were recorded at the time the scenes were taken, today all sound effects are placed in the picture after the scenes are taken—in fact, after the picture has been otherwise completely edited.

**THE DISADVANTAGE** of trying to shoot a scene which carries a decided musical background is that the cutting of this particular sequence is confined to the continuity of the musical score and eliminations cannot be made without causing a noticeable break in the music. The disadvantage of recording sound effects at the same time dialogue is being recorded is twofold; it interferes at times with the coherence of the dialogue and results in a changing volume of the various effects when the scenes which comprise the sequence are placed together. In fact, each cut is noticeable by the change in volume of this background noise. Once a scene has been recorded with sound effects in the background there is nothing which can be done mechanically to change the balance of sound effect and dialogue should the dialogue be crowded out by the effect.

When dialogue and sound effects are recorded on separate tracks the prominence of the dialogue may be emphasized to whatever degree desired in the dubbing. The balance between the two may be varied at will, making the sound absolutely flexible in the hands of the dubber, and enabling him to at all times keep the dialogue intelligible above the general noise level.

**IT MIGHT NOT BE AMISS** at this point to emphasize the importance of preparation before actual production of the picture. With the advent of recorded sound to the motion picture, the latitude of the editorial department has been minimized to the extent that where originally the possibilities of realigning and recutting silent scenes were unlimited, we are now confined within the limits of the dialogue. Today a script before it is put into production should be letter perfect because once the dialogue has been put upon the film there is no other recourse than to make retakes should this dialogue show up poorly on the screen.

**THE QUESTION OF PREPARATION** also applies to the timing of scenes. In the old silent days, all a director had to watch for was the position of his actors when changing from one angle to another.

**If exhibitors think that they have a tough time, take a glance at Maurice Pivar's paper on his subject. YOUR THEATRE is privileged to bring its readers a workmanlike and engrossing study of a phase of production that should interest them a great deal.**

He had to make certain that he picked up his actors in the same position when changing his camera angle. Today, he must not only watch the position of his actors, but also the dialogue that is being spoken while the actor is in a certain particular position. One of the editor's greatest trials is the carelessness of some directors who overlook the very vital point. To illustrate more clearly: let us assume that the director is shooting a scene where an actor is seated at a desk, and the actor during the scene arises and crosses the room. During this business the actor has spoken certain definite lines while he was arising, and certain others while he was walking across the room. Let us further assume that this scene is shot in a long shot. The director then wishes to shoot the same scene from a closer angle. Quite often, we will find that in shooting this closer angle, the actor did not repeat the lines simultaneously with the action in the long shot. We will probably find that he did not say the first line as he arose from the desk, but as he walks across the room—with the result that the editor is compelled to play the scene in one angle and, even though there may be a decided advantage in going to a closer angle, this cannot be done without showing a break in either the action or the dialogue. This, of course, would be had from an editorial standpoint and could not be allowed.

**THE PRACTICAL DIRECTOR** today is one who appreciates thoroughly the limitations of cutting. Directors, however, differ considerably in their methods of shooting. Some directors safeguard themselves by overshooting their picture. That is: They will shoot a scene from many different angles for protection purposes. Other directors, being perhaps more familiar with the cutting of pictures, cut most of their scenes in the camera. Both have their advantages and disadvantages. From the producer's standpoint, overshooting a picture is very expensive—and from the editor's standpoint, undershooting a picture involves untold grief.

**A GREAT MANY OBSTACLES** arise as a result of a director trying to cut his picture in the camera. In his effort to economize, the editor finds himself in the position at times of being limited in the cutting of the picture to the manner in which the scenes were actually shot by the director and unless the director is absolutely perfect in his timing, we find that in trying to connect certain scenes either the action or the sound does not match. It is always a very good expedient for an economical director—in attempting to cut his scenes—to overlap at least part of his dialogue and action when progressing his scene through various angles and to particularly watch that the dialogue is timed perfectly with the action in each angle that he shoots.

The actual mechanical features involved in the editing of sound pictures are relatively simple. They involve the use of the

synchronizing machine, the moviola, the splicer and the rewind. All of these devices are easy to operate and require only a minimum amount of experience to attain more or less perfection in their handling.

**THE SYNCHRONIZING OF FILM** by edge numbers has been explained previously. In addition, each editor is supplied with a synchronizing machine, the purpose of which is to enable him to keep his film in synchronization as he handles it. This device can best be described as a machine which carries anywhere from two to four sets of sprockets. The editor, while handling his film, places both the sound track and the picture film over these sprockets—keeping the film in synchronization at all times while he is passing it from one reel to another during its handling. Should the film by any chance slip over the sprockets, the editor has the edge numbers by which to guide himself, thus avoiding the necessity of going back to the original start mark in order to check the sound track with the action. Most editors, however, do not use the synchronizing machine much, but prefer the moviola (film viewing and checking device). The practice is to place the sound track underneath the action, both passing over the same sprocket wheel. Inasmuch as the greater part of the sound film is clear, the light passes through and the cutter is able to handle both films without interfering with his observation of the picture.

**EXPERIENCED EDITORS** require the synchronizing machine mostly for lining up sound effect and musical tracks after the picture has been cut, enabling them to run the action on one set of sprockets; the dialogue on the second, the sound effects on the third, and musical or other background noises on the fourth set. In this manner, the editor can run all of his film through the synchronizing machine at one time, matching in everything in the one operation.

**THERE ARE TWO DIFFERENT TYPE PATCHES** used in the cutting room—one which covers the full sprocket and the other covering only the half sprocket. At Universal we find the half sprocket most satisfactory, because that type seems to pass through the projection machine more readily, not tearing apart after repeated use as does the full sprocket patch.

Each editor is, of course, assigned one or two assistants, each of whom should have speed, care and system in the handling of his film. System in the cutting room naturally results in cleanliness. Film at all times should be kept on file in cans and in fire protection cabinets. Fire is a hazard in any part of an organization where film is being handled and the less film that is exposed, the less the hazard. Particular care should be taken to expose as little film as possible and the efficient editor—with the assistance of an efficient assistant—will have very little film about his room at any one time.



THE FOLLOWING MECHANICAL DEVICES really comprise the fittings of a cutting room: Metal re-winding tables, each table with one set of re-winders and racks for the filing of small rolls of film—with either artificial or natural light in the background, facing the rack. Steel cabinets for the filing of excess film; combination sound and silent moviolas; film bins and clips for the clipping together of film preliminary to splicing and also the necessary reels required in the handling of the film.

I again want to add that editing involves a great deal of careful and intelligent work. Give an efficient editor the above mentioned equipment—plus one pair of scissors—and no picture is too great a task for him.

I have found it a great advantage to surround myself with men who have a number of years' experience in back of them. In general, the longer the experience, the greater the proficiency. An editor with the handling of each picture, learns and experiences situations which perhaps have not confronted him before and in time becomes thoroughly familiar with dramatic, comic and fast tempo situations. Often he is able to create situations in the picture which, from all appearances, the film would not permit.

SUMMING UP, I might suggest that a thorough knowledge of film editing is perhaps the best requisite for success in almost any branch of the production end of this business. You will find that directors who have risen from the ranks of editors are the ace directors of the business, the knowledge which they gained as cutters being of untold value to them in their

**YOUR THEATRE** in presenting, this issue, further **PEN SKETCHES** by Louis Nizer, is pleased to thank the **MOTION PICTURE CLUB Bulletin** for its co-operation. These pen drawings of prominent men will continue in the future.



**TYPHOON AIR CONDITIONING CO., INC.**

233 W. 42nd Street, New York  
1339 Vine Street, Philadelphia

## LASKY

(Continued from page "B")

Drinkwater and especially Arnold Bennett. Fond of biographies. Favorite character Jesse James, probably because of swashbuckling accomplishments combined with quiet mien.

LIVES in atmosphere of art—decorations in period style. Sits in sombre office like bishop's sanctuary, filled with objects d'arts.

WEARS blue suits. Dislikes cards. Plays poker only and invariably loses. Drinks infrequently but with pleasure. Hobby is exploration—Alaska, High Sierras. First white man to go down Balsas River in Mexico. Also discovered Maurice Chevalier in the wilds of Paris. Loves trout fishing. Shoots bear—golf in 90.

WALKS from 72nd Street to office each day. Leaves office promptly at 6.45. Is slave to heavy massages. Big appetite. Passionate about shad roe.

INVETERATE FIRST NIGHTER. Travels with male secretary and works on trains. Favorite expression is "Well! Well!" shaded in tone to fit any occasion. A curious anomaly—a film man who doesn't swear. In a business of ballyhoo and garish posters, maintains the dignity and restraint of gentility.

CROSSES knees when sitting and then winds one foot around the other. First instruction to subordinates is injunction against "yessing." First to instruct director not to do picture if he didn't like it.

IMPRESSIONISTIC. Forms likes and dislikes quickly and intensely. As executive believes in cogency, not compulsion. Tolerant philosophy prepares him for ingratitude in dealing with stars. Cynicism doesn't touch him.

A PIONEER who possessed more than ruggedness and persistence. Emotionally and artistically equipped to fashion his dreams into realities.

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WE BUILD, BUY, LEASE,  
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AND AIR CONDITIONING

*Use Ice From Your Neighborhood Dealer!*



**WHO SAID BAD BUSINESS?**

*(Continued from page "A")*

threadbare. We have attempted to practice economy that has proved exceedingly expensive by reason for its blocking certain avenues of revenue that might now be open to us if it were not for timidity. But have we been thrifty?

Theodore Roosevelt once said, "Thrift is common sense applied to spending." Have we exercised common sense in booking pictures and then limiting our possible returns from them by cutting down on advertising appropriations? Have we exercised common sense in withholding our best productions during the summer season when the best we've got and then some are none too powerful at that period?

IN OTHER WORDS, should we do our best to rise against a failing market, or flop with it?

IT MAY MEAN the setting of a precedent, it may be an experiment, but, whatever it is, Columbia this year is going to do its share to break down the time-honored barriers that have been built up around good summer business. We are going to give the exhibitors of the country the finest pictures we have ever produced as the balance of our 1931-32 program. Production values will be greatly increased, and every penny spent will show on the screen. Stars, stories and directors will represent the utmost in box-office drawing power. This will be Columbia's contribution to the war against the over-cautious frame of mind that has been induced by constant thought of business depression.

From that point on, it must be admitted that it is up to the exhibitor. If he books

these pictures and accords them depression-style advertising, he will undoubtedly receive nothing more than depression-style returns. If he gives them the advertising backings to which they will be entitled, he can't fail to cash in accordingly. His is the responsibility if he fails to capitalize on the stars, stories, directors and productions that Columbia and other companies may offer him.

IT IS EASY to prolong a depression by talking and thinking about it. That sort of thing needs little to start and less to keep going. Now the industry at large is face to face with its greatest opportunity to play a star part in a rather heavy drama that is to have a happy ending. By kicking over tradition and establishing a new order of things that better fits present-day conditions, we can lead the way back to sanity and safety.

**In his article, the writer has brought home forcibly the fact that certain types of economies have only accentuated the poor condition of business.**

**Columbia promises to give exhibitors the benefits of big pictures in the summer.**

**This should interest every theatreman.**

**At present writing, it appears as if the exhibition end of this business, for one, will need all the help it can get.**

**LAEMMLE**

*(Continued from page "B")*

RELIGIOUS. Democratic. So eager for new ideas he willingly risks being the victim of chicanery rather than exclude the possibility of a new thought. Possesses healthy conceit without which driving force his amazing success would be inexplicable. Has collection of beautifully bound parchment books with autographs of every famous man in the world. Has photographs of himself with every President in the last 20 years.

WEARS PLAIN immaculate clothes. Always wears a dazzling carnation—and, of course, his grin. Has traveled more than a half million miles, equivalent to 21 trips around the world. His insatiable curiosity is matched only by his inexhaustible energies to satisfy them.

IS PROUD of the slogan he originated and has drilled all subordinates in,—"It Can Be Done." This slogan saved his life. When desperately ill with appendicitis in England, subordinate in America sent cable "It Can Be Done." Unaccountable recovery immediately followed.

MARRIED RECHA in 1898. Her attachment, love and faith for 21 years is one of the hidden sources of his triumphant perseverance which stamped his triumphs with greatness. Worships her spirit reincarnated in Rosabelle and Carl, Jr. Idealization of children tempered by old-fashioned simplicity of home. Vested dazzling opinion of son with confidence when he appointed him general manager of the studios at the age of 21. Accomplishments of son add crowning touch of ecstasy to a happy life because of assurance that the Laemmle tradition will carry on.

TO HAVE ACHIEVED success despite all obstacles is great business triumph. To have emerged with the love and affection of all who came in contact with him is to add the touch of genius to the triumph. The history of the motion picture industry will record that Uncle Carl is also entitled to be called the Father of the Industry.

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# PROOF

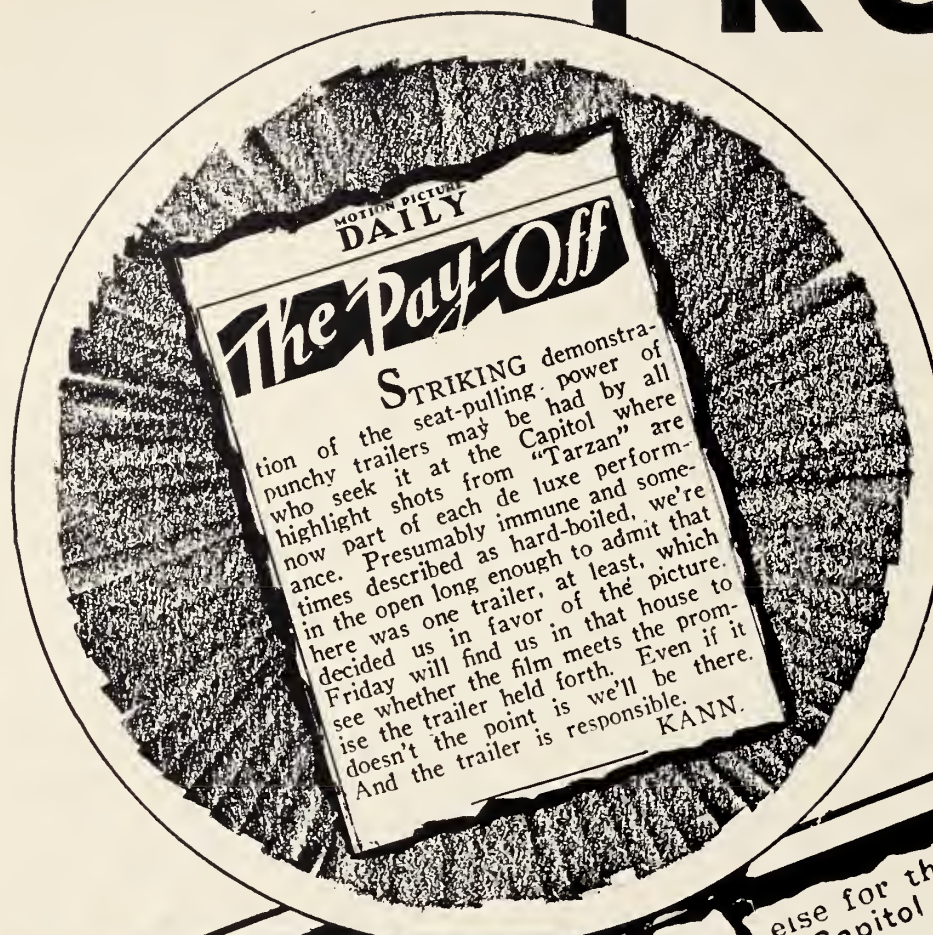
that

# TRAILERS DO SELL SEATS!

*Held Over  
2nd Week!*

VARIETY

...ise for the house.  
Capitol (5,400; 25-85-\$1.50), 'Tar-  
zan, the Ape Man' (M-G) and stage  
show. Spectacle is doing handsome  
biz for this Loew deluxer, indicat-  
ing \$70,000; may hold over a second.  
Last week 'Polly of the Circus'



## The Pay-Off

**STRIKING** demonstra-  
tion of the seat-pulling power of  
punchy trailers may be had by all  
who seek it at the Capitol where  
highlight shots from "Tarzan" are  
now part of each de luxe perform-  
ance. Presumably immune and some-  
times described as hard-boiled, we're  
in the open long enough to admit that  
here was one trailer, at least, which  
decided us in favor of the picture.  
Friday will find us in that house to  
see whether the film meets the prom-  
ise the trailer held forth. Even if it  
doesn't the point is we'll be there.  
And the trailer is responsible.  
KANN.

## A FEW OF MANY THINGS TO DO FOR 'TARZAN'!

1—The "Tarzan" trailer is a wow! Run it by all means, and far in advance.

- 2—Wake up your lobby and house front with jungle snuff, photos with catchlines from the ads.
- 3—Use extra newspaper stuff.
- 4—Advertise the thrill and love angles.
- 5—Newspaper contests:  
(a) Where Tarzan serial strip appears, get newspaper to run a contest to color those strips. A few free tickets for prizes.  
(b) In Baltimore, a lion cub from the zoo was used in a "NAME THE CUB" contest.
- 6—Lobby cut-out of Tarzan carrying girl.
- 7—Ape cut-out hangers, and Tarzan cut-out hangers.
- 8—Enlarge No. 6 thrill-ad for house-front.
- 9—Book-store tie-up with Tarzan books.
- 10—Use special Tarzan circus herald and Tarzan tabloid newspaper.
- 11—Arrange early-bird newsboy showing.
- 12—Circularize schools and libraries.
- 13—Use miniature moving-pictures of lion fight in away movie-book shown at right, below.  
reporter gets fan's reaction to pic-  
with side-walk photographs

M-G-M  
puts  
trailers  
FIRST!

May 10 '32 Page 18

Nobody can write an ad that carries the same punch and selling wallop of a trailer! You can say a picture is "thrilling" but with a trailer you show them with actual scenes and that's what sells them! And there's no waste circulation — everybody sees your "ad" on the screen! Smart showmen will tell you there are many ways to exploit a picture but the TRAILER always heads the list!

# NATIONAL SCREEN SERVICE AD-VANCE TRAILERS

NEW YORK      DALLAS      CHICAGO      LOS ANGELES



## Heard In

**H**UDSON COUNTY

Visitors — Doorman Wants  
to Be a Cop

By Ike

BERT LEIGHTON, new city manager for Warner Brothers in Utica, was for several years manager of the Warner Fabian in Hoboken. . . . Burt Hoffman, who Leighton transferred from the Avon, Utica, to a Troy house, as manager, broke in for Warner a year ago at the Stanley, Jersey City. . . . Maurice Stahl driving around in his new gas buggy. . . . George Dumond and Don Albert are shining up their golf sticks. . . . Ethel Oxley and Josephine Monte Carlo are good pals. . . . Bo Deitch is an admirer of Connie Bennett.

JIM LUNDY will take a summer cottage. . . . George Dumond, Sr., came from Los Angeles to see his son. . . . They had not met in nine years. . . . Leonora Newfield, Allan Zee's secretary, takes down every word of the stage shows in shorthand and describes all the business of each act. . . . She makes the trip across the river weekly with Zee. . . . Zee is assistant to Louis K. Sidney. . . . Doorman John Commerford wants to be a cop. . . . Can't blame him when the job pays \$3,000 a year. . . . Robert Rawlins, Page, is nephew of Police Inspector Harry Walsh.

SKOURAS PLAYHOUSES held a newspaper week. . . . Patron of each theatre bringing in oldest copy of "Jersey Journal" received a three months' pass. . . . Dick Libert has become a flying addict. . . . Dotty Scott has marathon fever. . . . S. Harris, roommate of Maurice Hatoff, State manager, is wedding a Greensboro, N. C., belle. . . . Mrs. Hollis Holland has rejoined her spouse after a southern stay. . . . Pat Tuahy has been made a full-fledged Knight of Columbus. . . . Ethel Oxley and Marge Kay have brought a number of plants into the Stanley switchboard room. . . . Mickey Kippel has a fine singing voice. . . . Larry Conley and Kippel are conducting amateur nights every Monday at the Warner house. . . . Art Mackie will vacation late in May.

JERSEY CITY SKOURAS THEATRES tied in with the Jersey City baseball club. . . . Johnny ("Tarzan") Weismuller and Russ (Slap Me) Colombo made personals at Journal Square. . . . Stanley has cut out all passes except a few season passes. . . . Frank Wohmus has moved from Bayonne to J. C. . . . Lou Falk got in some golf recently. . . . George Dumond, Jim Lundy and Mr. and Mrs. Jim Lundy went to Washington to visit Mrs. Liebert's parents, Congressman and Mrs. McClintock, Oklahoma. . . . Jim and Dick went by plane. . . . Peter Finnerty, Loew stage doorman, received a fractured shank in a fall. . . . Usher Malcolm Burke went to the marathon.

**First Division in Pittsburgh**

First Division Exchanges, Inc., announce the opening of a Pittsburgh exchange in association with A. H. Schnitzer, formerly short-subject manager of RKO-Pathé and for ten years previous to that manager of the RKO Pittsburgh exchange.

Schnitzer is highly elated over his new association with the world's leading independent. The company will be known as the First Division Exchanges, Inc.

Seventy-five pictures will be released for the coming season of 1932-33.

**"Avalanche," "Wild Women"**

"Avalanche" and "Wild Women of Borneo," both "different pictures," have clicked for First Division and exhibitors.

Former drew genuine good reviews, while the latter turned them away at the Cameo, causing circuit bookers to revise their first opinions of the picture's b. o. possibilities. It's considered a freak picture, but a whale of an attraction with proper exploitation.

## Heard In

**U**NION COUNTY

Blue Laws Overruled and  
Cohen Tries Hard

By Ed

UNION COUNTY JUDGE ALFRED A. STEIN, before a sitting of the regular Common Pleas Court, overruled conviction of F. F. Kislingbury by Plainfield Police Court Judge William G. DeMeza for alleged unlawfully operating a show house on the Sabbath. . . . Kislingbury, manager of the Paramount, Plainfield, was fined \$25 by Judge DeMaza and was given a summons for the May Grand Jury. . . . Judge Stein ruled that the particular city ordinance which at present is being ballyhooed by blue law fanatics is discriminatory and unconstitutional; nevertheless, the exhibitors shall have to be present at the May Grand Jury. . . . Exhibitors, before making this higher appeal, were fighting a losing battle; city fathers and the police department manning the opposition guns. . . . Exhibitors under the leadership of Kislingbury are expected to be victorious when the Grand Jury sits. . . . Meanwhile, the trouble starters, those against Sunday movies, have appealed to the police department again to arrest the exhibs for operating disorderly houses.

M. S. COHEN, formerly manager of Warners' National, Jersey City, a house showing German films, now managing Warners' Regent, Elizabeth. . . . Regent was once the leading house in Elizabeth. . . . Came the depression, and the house was forced into the oblivion of second-run routine. . . . Manager Cohen is reincarnating the house's spirit and business with his improved offerings. . . . The first three days of each week first-run films are shown and the remainder of the week the best previously run films are used.

## Heard In

**P**ATERSON

Plenty of Gossip and Liner  
Has a Scare

By Jim

MEL ACKERMAN, Garden Theatre, says that young men's fancy may lightly turn to thoughts of love, but it keeps him busy piloting femmes along the aisles. . . . Meyer Phillips declares that there are two great theatre managers in this country. . . . Joe Lefkowitz is one and he is too modest to mention the name of the other. . . . Joe Lefkowitz, Regent, says that a train of thought is the oldest and finest thing in

## Heard In

**P**A S S A I C

Benefits and Newsboys Are  
Guests

HIGH LIGHTS of the stage and screen donated their services at a benefit show for the unemployed at the Rivoli Theatre, Rutherford. . . . Manager Daniel J. Shepherd reports that \$1,500 was raised and turned over to the Emergency Relief Committee. . . . Severin Meyer was chairman of the committee that staged the show.

MANAGER GARRETT VOORMAN, Montauk (Warner Brothers) was host to 100 newsboys of the "Herald-News" during the presentation of "Hell Divers." . . . Circulation Manager Jere C. Healy and the newsboys enjoyed the show immensely. . . . Passaic theatres (Capitol and Montauk) sent a delegation of 70 to the Warner Brothers' Employees Club meeting at the Garden, Paterson.

A NOVEL IDEA that tripled attendance at the Rex Theatre, East Rutherford, was tried out by Manager D. W. Waldron. . . . His 5-cent sale boosted attendance on a Monday night from 400 to over 1,000. . . . Every person who paid the 35 cents admission fee was permitted to take in a guest for an additional 5 cents. . . . Because of the splendid manner in which the plan was received by East Rutherford theatregoers, Manager Waldron has decided to cut admission prices to 25 cents during the summer. . . . They will try out the 5-cent plan again in the fall.

SEVERAL HUNDRED ORPHANS from asylums in this vicinity and a squad of Junior School Police were guests of Manager William Weiss, Capitol Theatre (Warner Brothers), during the showing of "Tarzan." . . . Baseballs, bats and gloves are being given away free to kiddies during the presentation of a Babe Ruth movie series for the next five weeks. . . . Max Rutblatt, Passaic sportsman, has fixed up a miniature baseball diamond, with bases, green grass and all, in the lobby of the Capitol, as a display advertisement.

rapid transit. . . . Sam Greenspan, Plaza, says that about the only point in which government comes in contact with everybody is in taxation. . . . James Malone, manager, Garden, insists he is not cynical.

JENSON M. WRIGHT, who has been tiger hunting in the jungles of Northern Burmah, has been showing moving pictures of wild game in that country and India.

IRVING LINER, manager, United States Theatre, had an encounter with hold-up men that he will long remember. . . . He had just left his theatre and was about to step in his car when three masked men thrust guns in his back and told him to "shell out." . . . They took the \$78 in his pocket-book and then commanded him to open the theatre. . . . New theatre, Ridgewood, N. J., is coming along nicely. . . . From the progress made it is confidently hoped to be able to have the formal opening in the near future. . . . There was a special kiddie matinee at the Playhouse recently. . . . In addition to the regular cinematic features, each boy and girl attending the matinee was given a musical balloon and a brain-twister puzzle book.



Heard In

# ALBANY

Eddie McAvoy Visits and Convention Time Near

By Bill

EDDIE McAVOY, eastern division sales manager for RKO-Pathé, paid "Daisy" Halligan a visit recently at the Albany exchange and made a flying trip to Gloversville to talk films with the Schines. . . . Back in the days when "Daisy" Halligan was Universal booker, McAvoy was district manager for FBO and he is familiar with the Albany territory. . . . New Derry Theatre, Port Henry, built by Charles Derry, opened May 1. . . . He formerly operated the Empire, now leased by Frieder and Grossman. . . . Warden Joseph Wilson, Great Meadow State Prison, Comstock, has sent to each exchange manager in Film Row a season pass for the baseball series between the prison team and other ball tossers. . . . This is in appreciation of the donation of films for showing in the new prison auditorium. . . . Charles Wilson, who now operates the Bijou, Troy, is going ahead with plans for the new theatre he is building, hoping to open it early in October. . . . Night baseball has been resumed in Albany, which is always a strong rival of the exhibitors. . . . Morris Silverman, Schenectady exhibitor, has taken over the Mt. Pleasant Theatre as opposition to the Pearl. . . . It was formerly operated by Shea and Snyder, who also have the Lincoln. . . . Pearl or Mt. Pleasant may be closed. . . . This deal gives Silverman domination of the theatre district known as "The Hill" in Schenectady. . . . "Tony" Ryan, Fox exchange manager, and his office force are carrying on the "Ryan Billing Drive" in the midst of paint, plaster and lath, the Fox exchange now undergoing extensive repairs. . . . Abe Stone opened his long-closed Hudson neighborhood theatre for three days of a German musical film, "The Opera Ball," and C. H. Buckley rented his long-closed State Theatre to Italians for a three-day showing of "Naples and Sorrento," an Italian film.

ALBANY EXCHANGE HEADS and salesmen have either left or are preparing to leave for the annual conventions. . . . Clayton Eastman is now in Hollywood at the Paramount sales convention. . . . Charles Johnston and Si Feld, manager and salesman, respectively, of Columbia, will head for the Columbia convention at Atlantic City, May 22, and A. J. Herman, Universal manager, and his salesmen, Fred Duffy and Charles Weill, have parked at the Park Central Hotel, New York, for Universal's get-together. . . . Abe Van Deusen, RKO-Pathé booker, is one of three bookers who split the first prize of that company for the best kept and regulated RKO-Pathé exchange booking system in the country. . . . The firm originally intended to have only one prize, but Abe and two bookers in other cities finished neck-and-neck and Abe drew down a check for \$250.

P. T. DANA, former Universal salesman, has taken over the Empire, Glens Falls, and will run pictures four days each week and vaudeville two days. . . . Albert McKenna will soon open the Strand, Millbrook, which has been closed for five months. . . . Henry Grossman, Frieder and Grossman, Hudson, and other cities, has gone to Atlantic City for a short rest. . . . Moe Streamer, United Artists salesman, was in Albany recently. . . . Charles Symansky,

## Kent Calls for Economy

Sidney Kent, in his address recently before the Academy of Arts and Sciences, called for greater co-operation between New York and the coast. He stated that the years to come would test the stamina of the industry. The trade, he said, should recognize that in economy lay the future of the business.

M. A. Lightman, speaking for the M. P. T. O. A. and exhibitors, gave an exhibitor's version of what Hollywood ought to contribute.

who used to operate the King Theatre, Troy, has taken over the old Bates Theatre, Mohawk, with a partner, a Mr. Roberts. . . . Sue Weller Lewis, Alexandria Bay exhibitor, may lease the Hippodrome, Ogdensburg, when it is completed.

F. H. KELLS has leased the Community Theatre, Schroon Lake, for three years from the Catholic church, which owns the property, and operated it when no lessee could be found. . . . Kells also operates the Ritz Theatre, Scotia. . . . Louis Kean, Phoenicia exhibitor, died April 18. . . . He had operated the only theatre in this town for several years. . . . Kruger and Weissmantel have leased the McLaughlin Theatre, Oriskany Falls. . . . Formerly a silent house. . . . The new lessees wired and opened May 1.

## Empire, Glens Falls, Changes

Empire Theatre, Glens Falls, has discontinued its full week run of vaudeville policy. There will be two feature pictures each week, with vaudeville last half.

*Just Around  
the Corner from  
the Center of the  
Motion Picture Industry*

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NEW YORK

400 ROOMS—All with  
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Double - \$3.50, \$4.00, \$4.50, \$5.00

SPECIAL WEEKLY RATES

Five Minutes' Walk to Fifty Theatres

J. S. SUITS, Mgr.



## IN NEW YORK

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heart of the

## MOTION PICTURE INDUSTRY

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BATH, SHOWER

CIRCULATING ICE WATER - RADIO

FROM \$2.50 DAILY

Rates { Single . . . . . \$2.50, \$3.00, \$3.50  
Double, \$4.00, \$4.50 Twin Beds, \$5.00

S. J. MITCHELL, Manager



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## "Hot" Spot

Ritz, Kingston, maintains what it terms a "Hot Spot" in its daily advertisement in the newspapers, and this is what it said in the space in a late issue: "We will do anything within reason to open our balcony. We need additional seats and we have them. We need six inches additional fire escape area and we're going to get it."

## Schosberg's Clubs

Milton Schosberg, manager, Paramount, Glens Falls, has completed all the necessary details for the inauguration of a Kiddie Booster Klub. It will be modeled along the lines of the successful organization carried out at the Saenger Theatre, New Orleans.

Paramount, Middletown, enjoyed a big turnout for a two-night fashion show, staged by 40 models, with the co-operation of a local department store.

## Utica Theatre Beauties

Utica theatres staged a "theatre beauty contest" at one of the hotels. Mary Lourdes Smith, James Theatre, won first prize.

Other winners: Miss Victoria Toomey, Stanley, second; Miss Patsy Smith, Lincoln, third. Armin Hart represented the Olympic.

## Middletown Amateurs

Harry Stowell, manager, Paramount, Middletown, successfully built up Thursday night by tie-in with a dancing academy. Ten talented juvenile performers furnished a program.

## Utica Guests

City officials and members of the service clubs saw a preview of "Arrowsmith," as guests of Garey Lassman, manager, Avon, Utica. More than 125 carriers and newsboys of the "Utica Press" were Avon guests during a showing of "Girl Crazy."

## Leo's Competition

Abe Stone, Eagle Theatre, Albany, has a ballyhoo that always attracts attention on Albany's streets. In these motor days a horse is always a novelty, but Stone has the only white hide and brown-spotted horse in Albany today, and it draws a wagon on which is erected billing for Eagle Theatre pictures.

Stone says he does not use the horse all the time. "Just when I have an extra-good picture," he explains. "It is as sure a sign to Albanians of a good show as the growl of the Metro lion is of a good MGM picture."

## For Music Week

Sponsored by the Stanley and Avon, Utica, Warner houses, and the Music Forum, music memory contest was held in Utica in connection with the observance of Music Week. Thousands of answers were turned in.

Two theatres, as part of their regular programs, showed scenes depicting events in the lives of old music masters, accompanied by musical themes from their compositions. As excerpts from the selections were played, contestants wrote the names of the piece and deposited the written slips at the box office. The persons having correct or the nearest to correct lists of compositions were awarded tickets.

## Cline on "Squadron"

Ed Cline, manager, Academy Theatre, Newburgh, still goes in for ballyhoo. For "Lost Squadron" a man dressed as an aviator covered the entire city. One hundred newsboys attended a preview (followed by stories and pictures in the local paper.) Several thousand novelties were distributed to the school children.

## Troy Cuts

In order to combat daylight saving, RKO has extended the time of its matinee prices in Troy to 7 o'clock, instead of 6 o'clock, and, on Sunday, matinee prices last until 6 instead of 5 o'clock. RKO on May 6 added one act to its vaudeville bill at the Albany Palace, making five acts and a picture the rule.

## "Talkie-grams"

In an effort to gauge audience preferences, Warner Brothers' metropolitan theatres' publicity department, has inaugurated a "Talkie-gram" contest to run for nine weeks at both the New York and Brooklyn stands, with prizes totaling \$15,000 offered to the winners.

Contest consists in running a trailer on a different Warner picture already shown for each of the nine weeks, with all theatres and advertising copy deleted, allowing only the actions and dialogue of the players to be noted. The audience is to identify the picture from which the shots were taken.

## Quartet Duplicates

Four downtown film houses in Rochester have an arrangement for special publicity in the "Democrat" and "Chronicle." Theatre entertains newsboys at matinee and, in return, get three-column cut showing boys in front of theatre. Idea is all right, but repetition weakens it.

## 40 Off in Syracuse

Maybe Syracuse really is the tough spot visiting theatremen brand it. Rotund Harry Shaw, weighing in a year ago at 253 pounds, has cut 40 off the total. Harry declares it's grapefruit juice, and not the task of putting Loew's State across.

## Tony Ryan to Be Given Testimonial

Albany zone exhibitors are planning to show Tony Ryan, Fox exchange manager in Albany, that he is a popular fellow when, on May 12, a short time before the Tony Ryan Billing Drive starts, a testimonial dinner will be given at the New Kenmore Hotel, Albany, to give the drive a good start and Tony Ryan a few compliments.

Henry Frieder, Frieder and Grossman, Hudson, is chairman of the dinner committee, and other members are Major Louis Lazar, Warner zone manager; Christopher H. Buckley, Albany independent exhibitor; William Benton, Benton chain, Saratoga; William Smalley, Smalley chain, Cooperstown; M. J. Kallett, Kallett chain, Oneida; William Shirley, Farash Theatres, Schenectady; Meyer Schine, Schine circuit, Gloversville; Abe Stone, Albany exhibitor, Eagle and Hudson Theatres; Harry Hellman, Albany Paramount and Royal Theatres, and Lou Golding, zone manager, of RKO, in Albany. All will play Fox pictures during the drive. More than 150 guests are expected to attend the dinner.

## "The Famous Ferguson Case" Is a Sobbie



Joan Blondell, Tom Brown, Adrienne Dore, Kenneth Thomson and Vivienne Osborne are present in the Warner offering.



FILM NEWS NOTES  
From  
**HOLLYWOOD**

By  
**JOE BLAIR**

Western Correspondent

1044 N. Martel Ave. HEMPSTEAD 5982



Joe Blair

MOTION PICTURES can never show any great improvement until the screen stories improve. Executives are the ones who select and okay stories and I will wager there isn't one in a dozen who fully understands mob or audience psychology. If they did, you wouldn't see so many pictures with divorce, failures, wholesale murders and the aggrandizement of prostitutes on the screen. If a picture ends with the leading man or woman committing suicide, murdered or done away with, the picture, according to psychology, represents failure.

Of course, there are exceptions which have been successful, but as a general formula, one must admit this class of entertainment has not been 100 per cent satisfying. If we teach failure continuously on the screen, we will either have a failing nation or a people who refuse to attend theatres.

The other evening I witnessed a preview of a picture. The heroine broke into the story as a prostitute; the leading man, a crooked lawyer, takes her as his common-law mate. They live together (which, apparently, our screen condones, otherwise it would be different) through four reels of the story and then separate. In the last reel they are drawn together in a courtroom trial. The lawyer renounces his office as prosecutor (quits) to take up his life with the former prostitute without the slightest suggestion of a marriage. This picture was made and will be released by one of the major companies. No wonder we have censors and that our industry is held in ill repute.

Improper stories is the weakest link in studios and this can be laid directly at the door of the executives in charge of the story department. Until they thoroughly understand psychology, both audience and general, we will never have a decided improvement in the entertainment expected of the screen.

**MATTY KEMP**, who gave up the commercial advertising business to go into motion pictures a half-dozen years ago, has been signed to a term contract by the Fox Film Corporation. The excellence of Kemp's early scenes with Will Rogers in "Down to Earth" brought him the agreement. Dorothy Jordan and Irene Rich are the chief feminine players in the new Rogers comedy, which David Butler is directing.

**WITH THE GREATEST CAST** of any recent RKO-Radio feature picture, "Hold 'Em Jail," the current Wheeler-Woolsey comedy, looms forth as one of the funniest feature comedies of the year. Norman Taurog has done an excellent job of directing. In addition to Wheeler and Woolsey, the cast includes Edna Mae Oliver, Roscoe

Ates, Edgar Kennedy, Paul Hurst and several others of equal screen prominence.

**DAN CLARK**, ace cinematographer, is photographing "The Good Bad Man," Tom Mix's current Universal production, now being filmed under the direction of Edward Laemmle. Fred Kohler and Willard Robertson are again supporting Mix, in this fast-moving drama which was written by Jack Cunningham. "The Good Bad Man" will be given a new title upon completion and is the third picture of the Mix series for Universal.

**DIRECTOR ALFRED L. WERKER** has completed "Fancy Free" for Fox Films. Joan Marsh and Adolphe Menjou enacted the featured roles. Werker's superb direction has won the praise of studio executives, who hail the picture one of the best on their program list.

**IF YOU HAVE OBSERVED** Fox pictures recently, you cannot fail to notice the excellent effects created by Ralph Hammeras, executive technical expert, in charge of trick photographic effects for this studio. Hammeras ranks as one of the foremost technical experts of the film industry and is greatly responsible for the development and perfection of the ground glass projection screen now used by all studios in filming background effects.

**WARREN DOANE** has entered production of the second of his series of two-reel comedies being produced for Universal release. "Who! Me?" is the title of the current featurette, and the cast includes Sally Blane, Billy Gilbert and Marion Sherry. George Stevens is directing.

**GEORGE O'BRIEN**, the international traveler of filmdom, returned from Arizona with his Fox unit, where the out-of-door sequences of "The Killer" were filmed. This will be O'Brien's first production under his new Fox contract, and promises even more than his usual quota of hard riding, fast shooting and dizzy action. Dave Howard is the director of the O'Brien picture.

**WILLIAM WYLER** is scheduled to direct "Laughing Boy" for Universal, following the completion of "Tom Brown at Culver," now being filmed. "Laughing Boy," Pulitzer prize play, by Oliver LaFarge, has been adapted to the screen by Earl Haley and John Huston and it will present Lew Ayres in the role of a virile young native American, a Navajo Indian, who finds his will subservient to tradition.

**SEVERAL MONTHS BACK**, we told you in this column that Sam Bischoff, production executive in charge of the Tiffany Studios, was on the glory road owing to his phenomenal success in making outstanding program pictures for around \$50,000. At that time, Bischoff had produced "X Marks the Spot" and "Hotel Continental." Since then, he has come through with "Lena Rivers" and "Strangers of the Evening"—the latter, just previewed, is a knockout of a mystery comedy. Now critics are hailing the genius of Bischoff. They should have caught on much earlier. After one has scored four winners in a row, a blind man could tell the fellow had production ability.

**NEIL HAMILTON** is Constance Bennett's leading man in "The Truth About Hollywood," which George Cukor is directing for RKO-Radio. Lowell Sherman, Gregory Ratoff, Zeena Baer, Bryant Washburn and Aggie Herring comprise the featured players of the cast. The picture will show replicas of many famous Hollywood Cafes, studios and scenes from behind the cameras.

## Syracuse Het Up Over "Mouthpiece" Trial Suit

Former Salt City Figure Involved in Tiff Concerning Picture

Syracuse is plenty het up over the recent "Mouthpiece" incident.

Legal action took place last week-end.

Forerunner of a systematic campaign to bar "The Mouthpiece" from the screen, Perry Spencer, managing director, Warners' Strand, Syracuse, was arrested on a charge of criminal libel against the late William J. Fallon, New York criminal lawyer.

Ruth Fallon, 18, daughter of Fallon and stepdaughter of Attorney Dennis P. Nash, of Syracuse, who married Fallon's widow two years ago, was the complainant.

Showing "The Mouthpiece" at the Strand and a letter sent by Spencer to Nash inviting him to witness the picture and describing it as "taken from the life of Fallon," formed the basis for the criminal libel action.

The formal complaint charged Spencer "libelously published a motion picture" and also "published a malicious and libelous letter" against the father of Miss Fallon, who, with her sister, is a student in the convent school conducted in connection with St. Anthony's Convent, Syracuse.

The letter, which figured in the arrest of Spencer, was sent to Nash for a special preview showing of the picture. Spencer, a newcomer in Syracuse, was unaware of the fact that Mrs. Nash was the former Mrs. Fallon. Nash retained the letter and guest tickets and paid at the box office to see the film before starting action as guardian of Ruth Fallon. Spencer's letter urged Nash to "be a good sport and accept these tickets and come over and see something real."

Nash's affidavit asserts:

"That a certain letter and motion picture maliciously and libelously depict, portray, characterize and illustrate the said William J. Fallon, deceased, as a notorious criminal lawyer who talked juries out of justice and women out of honor and exposed the memory of the said William F. Fallon, deceased, to hatred, contempt, ridicule and obliquity and that with intention to scandalize and disgrace the memory of said William J. Fallon did maliciously and libelously at the time and place aforesaid exhibit, publish and show at the Strand Theatre in the said city a moving talking screen picture known as "The Mouthpiece," and did publish, advertise and circularize by letter, sign and advertisements the same, all in violation of the law and statute in such case made and provided in section 1340 of the Penal Law."

Supreme Court Justice William Dowling refused to grant an injunction that would restore the film seized by the police in the Strand projection booth as evidence in the libel action to the theatre and prevent further police interference during the remainder of the scheduled engagement. The theatre, after being dark for one day, substituted "It's Tough to Be Famous."



## Heard In

## SYRACUSE

Mayor Marvin Receives An Invitation — How Are You?

By I. S.

HIS MUNICIPAL EDICT barring gangster films from the Syracuse movie houses has won Mayor Rolland B. Marvin some publicity which may prove slightly disconcerting. . . . Published as a verbal flourish here, the ban won an invitation from Charles R. Vickery, of the division of field service, Board of Education, state of Connecticut, to the Syracuse mayor to appear in New Haven in the interests of a similar anti-gang film movement there. . . . Vickery suggested an open meeting, with Marvin as the star speaker. . . . A military board of inquiry is investigating cause of flames which destroyed Dodge Hall, Madison Barracks, during showing of a motion picture to 300 soldiers. . . . Tying with a Syracuse beauty parlor, Ray Jones, Paramount, gave his femme patrons a double treat last week. . . . For 35 cents admission, women fans received a card to be exchanged for a make-up facial or shampoo. . . . Edward F. Brieady, 20, Strand Theatre usher, who sought to win his girl friend by tales of a million and a half inheritance, and subsequently forged checks to substantiate his claim, is seeking release from the penitentiary through a writ of habeas corpus.

"SMUT" reading, including "Hullabaloo," "Jest," "Hooley," "Ballyhoo," "Bunk," "Slapstick" and "Tickle-Me-To" has been barred from Syracuse newsstands following protests. . . . Evidently forgetting the recent general campaign against the so-called "commercialization" of the theatre by advertisers, Loew's State recently had an extra added attraction in the guise of an electrical home-making show staged in the lower lounge of the theatre with eight local stores participating. . . . Theatre, according to Harry Shaw, managing director, is not being paid rent for the exhibition, but will cash in on extra advertising copy used in the paper sponsoring it.

## Heard In

## ELMIRA

Doubles Out and Operators Take a Cut

By Jay

STRAND has discarded double features for single pictures. . . . Regent will continue double bill. . . . Gannett newspapers here have established a rigorous censorship of theatre advertisements. . . . Establishment of a radio broadcasting station by a local newspaper looms.

PICTURE OPERATORS, whose contracts run to September 1, have submitted an agreement to take an immediate cut of 10 per cent, provided contracts will be signed now for the period after September 1 at the same cut. . . . Stage hands have agreed to accept a 5 per cent cut, or 10 per cent, if vaudeville is given with pictures. . . . Musicians have not consented to any cut. . . . N. J. Banks, Jamestown, is the new manager of the Strand. . . . "About Town," an 18-page weekly guide to theatres, other amusements, clubs and local happenings, has been launched by the Kaufman News Service.

## Albany "Hotel" Puzzle

Problem for MGM in Albany is a spot in which to road show "Grand Hotel." With Buckley's Harmanus Bleecker Hall recently dropped to a 40-cent top and a decision not to change policy, the Albany home of MGM pictures will miss the ace picture of this firm. RKO Palace could not road show it without breaking up an established policy, and the Capitol, the legitimate theatre, which has been closed all year, is not wired for sound.

Possibility is Warner's Madison. In case no theatre can be found for road showing the picture, it will not play Albany until fall, though Schenectady will get it as a road show.

## Heard In

## ROCHESTER

Charlie Raymond Liked by Rochesterites

By Eeatch

CHARLES RAYMOND, new manager of Loew's Rochester, likes the city and is making many new friends. . . . Paramount bought option on "Wound Stripes," a play by Rowland G. Edwards, manager of the Auditorium. . . . City is getting a look at several prominent screen stars via stage appearances. . . . Four girl ushers at Loew's Rochester were given a week as show girls. . . . Work was mostly sitting around a table. . . . Jewish talkie, "Sacrifice of Isaac," was shown at the Little Theatre.

THEATRES MADE A PLAY for animal interest by showing films of arrival of new elephant for the zoo. . . . Former animal died and school children offered to contribute toward a new one, but "Times-Union" presented one costing \$900. . . . RKO Palace was all set to run a Saturday morning matinee for the publicity. . . . May run one anyway to raise funds to buy some other popular animal. . . . One store is conducting referendum on daylight saving, but issue is believed dead here for the present. . . . Return of baseball and warm weather taking their toll of theatre biz. . . . Mrs. Al Kaufman, wife of the Capitol manager, is back from Winter in Hollywood, where she kept Al informed on how the premieres went over. . . . Hav Nash is out of RKO Palace publicity job in economy wave. . . . Carter, "Democrat and Chronicle" artist, is decorating the ads. . . . Palace is sticking to straight newspaper advertising, with practically none of the former contest ballyhoo.

## Jamestown Legit

Jamestown theatregoers were given a real treat on the night when Ethel Barrymore gave a presentation of "The School for Scandal" at Shea's.

## F. J. Cook Passes

Frederick J. Cook, former musician with the Eastman Theatre orchestra until it was disbanded, died in Rochester after a short illness recently.

## Heard In

## BINGHAMTON

Three Vacant Houses and Some Aren't Complaining

By Dor

GYPSY VILLA, second-story night club in heart of Binghamton's Chenango Street Theatre district, has just closed its doors. . . . Fred Perry, manager, Capitol Theatre, and promotion man for Bingo's Comerford houses, booked Ken Warren and his international orchestra for two-night stand at Capitol. . . . "Punjab," hypnotist, concluded week's stand at Binghamton Theatre. . . . Put beautiful young lady in trance and left her to sleep on mattress. . . . Given considerable advertising in papers during week.

PLANS ARE BEING made for installing sound picture machine and necessary paraphernalia for sound movies in Broome County T. B. Hospital, Chenango Bridge. . . . Acoustical equipment, in fact, has been installed. . . . City of Oneonta is in the throes of a Sunday talkie fight. . . . Bets are that it will result in pictures on the Sabbath. . . . So far Bingo has experienced fair results from seventh day showings and merchants and theatre managers alike appear to be satisfied. . . . However, some talk has been heard anent possibility of rescinding Sunday ordinance. . . . Councilmen remain non-committal on question.

PEOPLE'S THEATRE remains vacant. . . . So does the Empire and the Cameo. . . . Beverly Gardens is closed. . . . Theatres of Endicott and Johnson City, through tie-up with the "Binghamton Sun," participated in a campaign against unemployment and succeeded in accumulating about \$500 for the Broome County Humane Society's relief work. . . . Money was spent for food and clothing for needy people. . . . Fred Perry entertained the writer the other night with a series of lessons on tap dancing in his Capitol Theatre office. . . . Fred used to be on the stage. . . . He recently made a hurried trip to Scranton anent possibility of future bookings the other day. . . . Biggest talkie hit in Bingo during the past month—"Wet Parade." . . . Given plenty of plugging by local papers, editorially and otherwise. . . . Whether vodvil will be suspended during summer conjuncture, but it may be switched from Binghamton Theatre, where it has played during winter, to the Capitol. . . . Negotiations are under way, according to reliable reports. . . . George King's Lyric house is doing great biz.

## Leighton Honored

Bert Leighton, Utica Warner resident manager, went back to Jersey City the other day, where he was dined and presented a brush ensemble by his former associates in Hudson County.

Leighton won a recent drive for business in his house there, and the banquet was in honor of his success.

Mrs. Leighton paid her first visit to the Central New York metropolis the other day, when she accompanied her husband back to Utica from Jersey.

## Oneonta Safe Cracked

Professional cracksmen rifled the safe of the Oneonta Theatre early one morning and secured \$700, according to Harry Rose, manager. A month previously an unsuccessful attempt was made on the safe.



## Utica Colonial Tiffs with Union and Then Shuts Doors

### Daylight - Saving Passage Finds Houses Still Open

Utica will have five months of daylight-saving this summer, and its theatres, with one exception, will continue to operate in spite of the threats of owners and lessees to close if the usual advanced time period was not shortened.

Common Council committee, to which the proposed ordinance was referred, failed to report it out and clocks were moved ahead one hour at the usual time.

Colonial, playing "tab" musical comedy and pictures, was the only house to close and this action came suddenly.

#### Colonial's Reason

Five months of advanced time was given as the reason for closing the Colonial, but Bob Wagner, manager, explained that economic conditions, resulting in a loss of \$10,000 in six months, prompted the decision in the face of a heavy overhead and less anticipated business under the new time schedule.

#### Words

Colonial closing brought an exchange of words between Wagner and his union employees. Wagner cited figures that out of every dollar taken in at the box office, 40 cents went for union help, exclusive of the performers and any other expenses. He charged that two sets of projection operators are required at all times under the union rules. Two men report for work at 1 P. M. and are through at 5 P. M. Another set of two operators goes to work at 7 and remains until 11 P. M. Each man receives \$75 a week. In addition, he stated, he had to hire six men for the stage, paying them \$58 and \$62 a week, and that a crew of six was required even when the same setting is used.

#### The Answer

Projectionists and stage hands were quick to reply to Wagner's claims.

"Projectionists at the Colonial did not get \$75 a week, declared Glenn H. Humphrey, business agent, Utica Local 337, Motion Picture and Sound Projectionists. "The weekly wage averages \$48.25 per man for a seven-day week. The state law does not permit the men to work more than six days a week, so the men pay the relief operators, leaving their weekly wage approximately \$41."

Humphrey added that "this is the time of the year when the Colonial usually closes for the summer."

Officers of Utica Local 128, International Alliance of Theatrical Stage Employees, in their statement, explained the Colonial employed five instead of six men. The secretary of the union said he had been giving the theatre a weekly rebate of 10 per cent on all salaries.

The members of both unions assert they were only given one week's notice of dismissal, while the contract calls for two.

### Rochester Highhats "Hotel"

Indications that Rochester is not so hot for films at road-show prices. "Grand Hotel" went into the Regent for two weeks on percentage at \$1.50 top and had hopes of lasting three weeks or more, but played to slim crowds.

Manager Charles Raymond, of Loew's Rochester, directed the Rochester showing for MGM, and Frank Smith, Eastman, was in the box office.

## No Price Cutting in Albany, Warner Folk Say

### Buckley Cuts While Other Chains Hold the Fort

There will be no price-cutting war in Albany theatres, according to Warner officials.

This, despite the fact that C. H. Buckley, independent exhibitor, has cut his night price from 50 to 40 cents at Harmanus Bleeker Hall (the first change in price since it opened as a Buckley house four years ago), and his matinee price to 25 cents all afternoon instead of until 1 o'clock, with a 35-cent matinee after that.

Warner's Strand is now getting 50 cents at night. Officials base their decision to retain this price on the fact that they are confident that the bookings they have for the late spring and summer will justify the price.

With Harmanus Bleeker Hall at 40 cents top, the difference between this first-run house and Warner's Madison (second and subsequent run) will be only 5 cents, the latter getting a 35-cent top.

Some time ago both Buckley's Leland and Warner's Ritz, competing houses within a block of each other, dropped from 35 cents to 25 cents top. Leland is playing both full and split weeks and the Ritz is varying full and split weeks with double featuring full weeks. RKO Palace Theatre stays at a 60-cent top for film and vaudeville.

### Ginsbergs to Build

Ginsbergs, Beacon, owners, Paragon, have formed the B. J. M. Amusement Corporation for the erection of a new house, which will be operated in addition to the present theatre. Seats for 1,500 will be provided. The building is to make provision for four stores and 12 offices.

### Risley Replaces Morgan

Walter W. Risley replaces Herbert Morgan as manager of the RKO Temple Theatre, Rochester. He comes from Oakland, Calif., by way of Springfield, Ill. Morgan was transferred to Schenectady after 18 months at the Temple.

### Glens Falls Doubles

State Theatre, Glens Falls, has reduced prices and gone to double features. Matinees will be 10 and 15 cents, evenings, 10 and 20 cents.

## Albany Exhibitors Not Too Keen About Sunday Shows

### Mayor Accused of Double Cross, in Bargain

Common Council of Albany on May 2 voted 18 to 1 in favor of Sunday movies in Albany.

Meeting of the Council was attended by hundreds of people representing the opposition of the Catholic Bishop and priests of Albany; Albany Ministerial Association and other organizations. Major Lewis Lazar, Albany zone manager for Warner Brothers, spoke in favor of Sunday movies, as did representatives of the Central Federation of Labor, Albany Building Trades, Carpenters' Union, Theatre and Stage Employees, Brotherhood of Railway Clerks and Musicians' Union.

The opposition accused Mayor Thacher of having double-crossed it when, in granting movies last winter, when a percentage of the gross went to his unemployment fund, he stated that this opening was not to be an entering wedge for Sunday movies.

The mayor will hold one more hearing on the bill and is then expected to sign it. This will make Sunday movies legal at once, and, while exhibitors are said not to welcome them during the dull summer months, they will have to take them when they can get them. Warner and RKO officials have been working hard for Sunday movies, while C. H. Buckley, independent exhibitor, has been opposed to them. However, Buckley voiced no opposition at the hearing.

### John Clancey Dies

Pioneer in the manufacture of theatrical hardware, John R. Clancey, 73, former representative in Congress from Onondaga-Cortland district, died in Syracuse recently.

Clancey, during his years in the theatrical game, served as assistant treasurer to E. J. Matson, manager of the Grand Opera House, Syracuse, and the Academy of Music, Auburn.

### "Lena Rivers" Premiere

Fifteen important first-run theatres in the RKO circuit will play "Lena Rivers" during the month of May, according to Sol Edwards.

"Lena Rivers" will have its New York premiere at the Beacon Theatre, starting May 20.

### Jamestown Changes

The two Jamestown Warner Brothers' theatres, Wintergarden and the Palace, have had a complete change of management. Leo Rosen, former manager of the Strand Theatre, Syracuse, takes over the management. Fred Weinberg, former manager, Wintergarden, for a year, has been transferred to the Babcock Theatre, Wellsville. Peter Grafades, manager, Palace, for several years, is enjoying an extended vacation at present.



### Jersey Situation Okay

It is believed that the industry has successfully fought off attempts to tax theatres in Jersey. Although the legislature is in recess, it is thought likely that other avenues of revenue will be found.

It is generally thought that the producers' body and the Allied group were responsible for the good work.

(Ed.—Although the Hays group and the Samuelson outfit did not work together, undoubtedly this shows what that co-operation might accomplish.)

### Heard In

**B U F F A L O**  
Lots of Changes and Convention Time Is Here

By Mary Ann

MRS. AND HARRY BERKSON, Buffalo manager, Standard Film, were among the lovers of opera who motored to Rochester. . . . Jack Berkowitz, Standard Films, was god-father to Herbert T. Silverberg's first edition, Charles. . . . Nat R. Sodikman, Standard booker, and recently appointed Rochester representative, is back in action. . . . Standard reports that "County Fair" is being sought by all circuits. . . . Ben Smith, Standard Film Syracuse representative, is already showing results by way of new business this month. . . . Standard reports Phil Reisman's signature on contracts for "County Fair."

WINNIE SHEEHAN, formerly of Buffalo, has been re-elected vice-president of Fox Film Corporation. . . . It had been predicted that due to a nervous breakdown Sheehan was slated for the gate by the Fox group. . . . A. Charles Hayman, president, Lafayette Theatre Corporation, has returned with his family from a week's vacation in Atlantic City. . . . Stan Meyers, back in Buffalo for a brief visit with his folks, has just completed a 40-week engagement at the Fox Theatre in Detroit. . . . Phil Lampkin, former m. c., Buffalo, is conductor of the symphony orchestra, Fox Theatre, Washington, D. C. . . . City Court Judges George W. Woltz, Patrick J. Keeler, George W. Burd, Clifford McLaughlin and Herbert L. Loepere, chief probation officer, Children's Court, were enthusiastic guests of the Lafayette at their opening of "Hell's House." . . . Al Becker, manager, National Theatre Supply Company, states he will have a formal opening to welcome all exhibitors and operators at the new headquarters in film row. . . . Louie Schine, Schine Theatres, has pledged his June play dates to Fox and Sid Samson month. . . . Dewey Michaels has

### Stock With Admissions

Ritz Theatre, Scotia, with F. H. Kells present operator, is giving one share of RKO stock with every \$5 worth of admission tickets bought for the theatre.

This marks the first time a theatre has used the stunt, although used-car companies have been doing it quite a while.

## New Universal Program Will Cost \$18,000,000

With \$18,000,000 budgeted for 1932-1933 productions, according to Carl Laemmle, president of Universal Pictures Corporation, the full line-up of product for the coming season was announced at the company's annual convention in the Park Central.

L. G. Schlaifer, general sales manager, opened the convention, followed by a talk by Laemmle. Schlaifer, in announcing the product, stated that, in addition to 26 features and 12 westerns, Universal has two road show films scheduled.

The short subjects program will be the same as the past season—104 issues of the Universal Newsreel and 86 shorts.

From the local territory the following were present:

New York, Leo Abrams, manager; Harry Furst, Ben Price, J. E. Liggett, P. Winnick, Nate Goldberg; Albany, A. J. Herman, manager, F. E. Duffy, B. Fink, C. Weil; Buffalo, A. T. Barnett, manager, J. J. Spandau, O. Sigel, Jack Withers.

changed the name of the Palace Theatre to the Mayfair. . . . Jack Withers, formerly connected with Universal in Cleveland, now in the Syracuse territory covering Syracuse and Binghamton for the same exchange. . . . Harry Young, old Buffalo Universal man, is now covering the Akron territory out of Cleveland for Dave Miller.

SIG WITTMAN, new district manager for Universal, spent the past few days in Buffalo with Al Barnett. . . . Tom Mix pictures are going over big in this territory, reports Al Barnett. . . . "Destry Rides Again" opens at the Century, May 28. . . . Joe Weinstein, Paramount Public booker, lost 10 pounds. . . . He shaved off his mustache. . . . Dr. J. M. Rutowski opened the Fillmore Theatre, Buffalo. . . . Orpheum also has been reopened under the management of C. Snyder and E. Graham. . . . Alden Theatre, Alden, formerly known as the Liberal, has been reopened under the management of Eugene Pfeil, Buffalo. . . . Gene has completely renovated and redecorated. . . . It is expected that the Star Theatre, Buffalo, will reopen in two weeks under the management of B. Inderbitzen, who also operates the Roxie Theatre. . . . Park Theatre, Buffalo, which has been dark for some time, has been reopened by Mrs. Rhoback and Alex Checkers. . . . Venus, Buffalo, has been renamed the State and is being managed by L. Bongiovanni. . . . Kenneth McMahon, former manager, Schine's State, Rochester, has been transferred to the Rialto, East Rochester, as manager. . . . Sid Samson, Fox manager, and his sales staff are getting ready to attend the Fox annual convention.

### Female Highbrow

It's the female of the species, not the male, who responds, in the main, to so-called "highbrow" entertainment, according to results in the national movie poll. Women, not men, apparently are the real intellectuals insofar as movie preferences are concerned. This was revealed in the returns published by the Motion Picture Producers and Distributors of America.

### Linnet Opens New Office

Henry A. (Hank) Linnet, formerly Columbia advertising director, has moved his office. He is practicing law with David T. Sutton, as Sutton and Linnet.

New offices at 1450 Broadway.

### Bekeros Improves

With renovation, new lighting and ventilation, improved curtain effects and other improvements, Peter Bekeros, City Theatre, Highland Falls, has made his house one of the most attractive for a village along the Hudson.

### Streimer Moves

Streimer Ad Service moved from its old quarters in the Film Center Building to beautiful, ornately decorated showrooms at 352 West 44th Street, May 3.

Flowers were showered.

Streimer invited all his friends to inspect his new establishment.

### Incorporations

Southland Pictures Corporation, Inc. To deal in the motion picture business. Capital stock, \$10,000. One dollar per share.

Foreign Talking Picture Corporation, of New York, has notified the Secretary of State that it has changed its capitalization from 200 shares, no par value, to a capital stock of \$20,000 at \$100 per share.

Larry Kent Productions, Inc., of Manhattan. To deal in motion pictures, etc.

Mitchel Camera Exchange, Inc., of New York. To deal in the motion picture business.

### 10-Cent Tax Back

The 10-cent admission tax is up again.

Senate Finance Committee has okayed dropping the admission exemption back to 10 cents against 44 cents okayed by the House. This would continue until 1934.

The M. P. T. O. A. is fighting the move.

## Newark Star Eagle Plugs the Independents

Recent editorial on the movie page of the "Newark Star Eagle" gives Monogram and First Division, incidentally, a big plug.

The editorial goes on to hail the new era and the new-erasts. For, the editorial goes on to say, they are the white hopes of the screen public. They represent progressive determination to give the show-loving public more and better amusement for their hard-wrung dollars.

It goes on to plug Ike Chadwick, who is going to build up Astrid Allwyn as a new personality, and, in short, gives the index a big hand. It indicates the manner in which the fan public appreciates the index attempts.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "State's Attorney"—RKO

John Barrymore, Helen Twelvetrees, Jill Esmold, William Boyd, Mary Duncan, Oscar Apfel, Paul Roulicn, Ralph Ince.

Nice bit of writing, capable piece of acting, splendid direction, and it's two in a row for Radio, after "Symphony of Six Million." John Barrymore steals show, is ably assisted by Helen Twelvetrees. Unless the lawyer cycle of movies washes up too soon, it appears as if this will be an immense box-office winner. Certainly all the ingredients are there.

Estimate: Mark down another box-office asset for RKO.

## "Street of Women"—WB

Kay Francis, Roland Young, Alan Dinehart, Marjorie Gateson.

Once again it looks as if Warners haven't done right by our Kay. After "Man Wanted," "Street of Women" should have been strong. It isn't. Outside of being one of those affairs in which the woman responsible for the success of the big man has to stand by suffering, etc., it's not entirely new, and not especially interesting. However, Kay is her usual competent self and the cast isn't bad.

Estimate: Should have been better.

## "Sinners in the Sun"—Para

Chester Morris, Carole Lombard, Adrienne Ames, Alison Skipworth, Walter Byron, Reginald Barlow.

Smartly dressed, moving, Paramount's society offering won't get raves, but neither will it find much complaint. The role won't help Carole Lombard much, which is a pity. In all, the story might seem a bit too recognizable by folks who see a lot of society dramas. Paramount can't get much of a hand for this one.

Estimate: Just a programmer from Paramount.

## "Radio Patrol"—U

Robert Armstrong, Russell Armstrong, Russell Hopton, June Clyde, Lila Lee, Andy Devine, Sidney Toler.

Glorifying the police force, "Radio Patrol" has plenty of exploitation angles. Of course, the familiar background of the police force may seem a bit too familiar, but with lots of entertainment, exhibitors can't go very wrong. Lila Lee, in her first in many moons, is competent.

Estimate. Adequate program.

## "Love Bound"—Peerless

Jack Mulhall, Natalie Moorhead, Roy D'Arcy, Clara Kimball Young, Edmund Breese, Montague Love.

Typical independent picture, possibly a bit slower than usual. As it shapes up, it will be satisfactory for none too discriminating audiences. The players are generally okay.

Estimate: Inde show of average merit.

## "Winner Take All"—WB

James Cagney, Marion Nixon, Virginia Bruce, Guy Kibbee, Clarence Myse, Alan Mowbray, John T. Murray.

The familiar Cagney is here, without the usual Blondell influence. There is a fistic background, a rough hero and some appeal for the women. The yarn, rather thin, holds up because of Cagney's good work.

Estimate: Cagney, that's all.

## "The Tenderfoot"—WB

Joe E. Brown, Ginger Rogers, Vicien Oakland, Peanuts Byron, Lew Cody.

This new Joe E. Brown opus should stand up as well as most of his others, although it won't break any records. Here he is pictured as an angel for a show who eventually makes good. Together with a gangster element thrown in, this causes plenty of laughs and interest. Again, there is a lot of talk, but on the whole the show will hit a Brown average.

Estimate: Okay for Brown.

## "Man About Town"—Fox

Warner Baxter, Karen Morley, Conway Tearle, Leni Stengel, Lillian Bond, Alan Mowbray, Lawrence Grant.

It doesn't quite come off. It is the sort of thing some of the weaker indies might do badly, but for Fox it doesn't seem quite right. Even Warner Baxter won't be able to surmount the disadvantages such a role and such a story brings with it.

Estimate: Just another picture.

## "Love Is a Racket"—Warners

Douglas Fairbanks, Jr., Frances Dee, Ann Dvorak, Lee Tracy, Warren Hymer.

Tiresome, it would seem. Doesn't appear to get anywhere. Just an example of a yarn not being suitable to movie performing. Even Wellman, directing, couldn't overcome the story. Too bad.

Estimate: Just a picture.

## "South of Rio Grande"—Col.

Buck Jones, Mona Maris, Philo McCullough, Harry Semels.

Typical Jones western, built for the audiences that go for hard riding and action yarns. There is a romantic thread of some value, but the strength of the picture rests in the open-air episodes.

Estimate: Typical Buck Jones programmer.

## "Get That Girl"—Talmadge

Richard Talmadge, Shirley Grey, Fred Malatetta.

Typical Talmadge thriller. Our hero performs all sorts of feats, wins the girl, saves the day—is all victorious. And the audience will probably whistle.

Estimate: Okay for its own class of patrons.

## "Successful Calamity"—WB

George Arliss, Mary Astor, Evalyn Knapp, John Darrow, Hale Hamilton, Hardie Albright, David Torrence.

A couple of hooplas, because "The Millionaire" is back with us again. Meaning that Warners have George Arliss in a human story, one that ought to boost the Arliss grosses all the way down the line. Tale of a rich man who tells his family he has lost all, and who finds out what a happy lot the group of them can be, it smacks of "The Millionaire" flavor and box office. Perhaps it won't get the high endorsement of "The Man Who Played God," but it will please more people, and make more money.

Estimate: George Arliss in a box-office picture.

## "Attorney for Defense"—Col.

Edmund Lowe, Evelyn Brent, Constance Cummings, Wallis Clark, Donald Dillaway, Dorothy Peterson, Nat Pendleton, Clarence Muse, Ralph Lewis.

Another member of the lawyer cycle, and quite as engaging as any which might have gone before. Evidently the new Columbia era has put new life into Edmund Lowe. The story moves, the pace is swift, and the action rapid. As a Columbia production it rates higher than many of the features before it from the same studios.

Estimate: Box-office punch, well produced.

## "Strangers of the Evening"—Tiff.

Zaun Pitts, Eugene Pallette, Lucien Littlefield, Tully Marshall, Miriam Seegar, Theodore Von Eltz, Warner Richmond.

Looks as if Tiffany has again contributed a neat program gem. "Strangers of the Evening" may not have big names to sell, but the entertainment angle has been well taken care of. And what else matters? A mystery play, it has enough laughs to make any audience want to stay through it twice. Exhibitors will be pleased.

Estimate: High rating programmer.

## "Rider of Death Valley"—U

Tom Mix, "Tony," Lois Wilson, Fred Kohler, Forrest Stanley.

An improvement over the first Mix, with the Death Valley aspect a strong exploitation angle. The thirst scenes in the desert are exceptionally well done. Here is a Western which might be accepted by those who don't care so much for horse operas.

Estimate: Okay, TOM!

## "They Never Come Back"—Weiss

Regis Toomey, Dorothy Sebastian, Earle Fox, Gertrude Astor, Edward Woods, Greta Grandstedt.

Attractive little programmer with a prize-fight background, but still retaining enough of the romantic elements to attract women. Regis Toomey, in his first inde show in quite a while, comes through as a fighter who stages a comeback. The cast has many featured names.

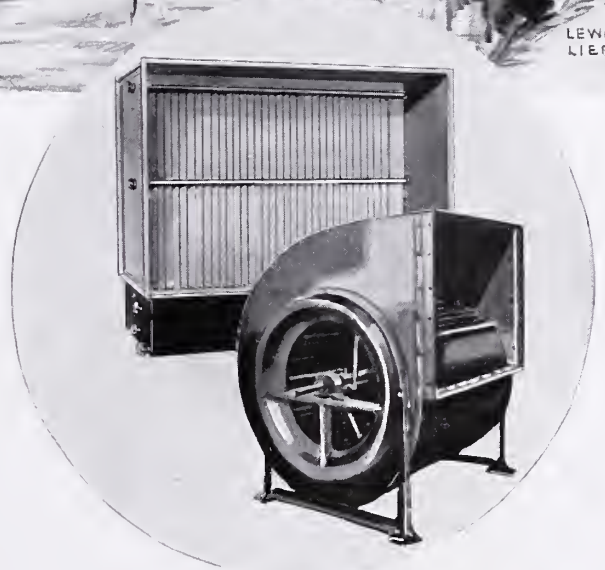
Estimate: Nice rater of its type.





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May 10 '32 pg. 27

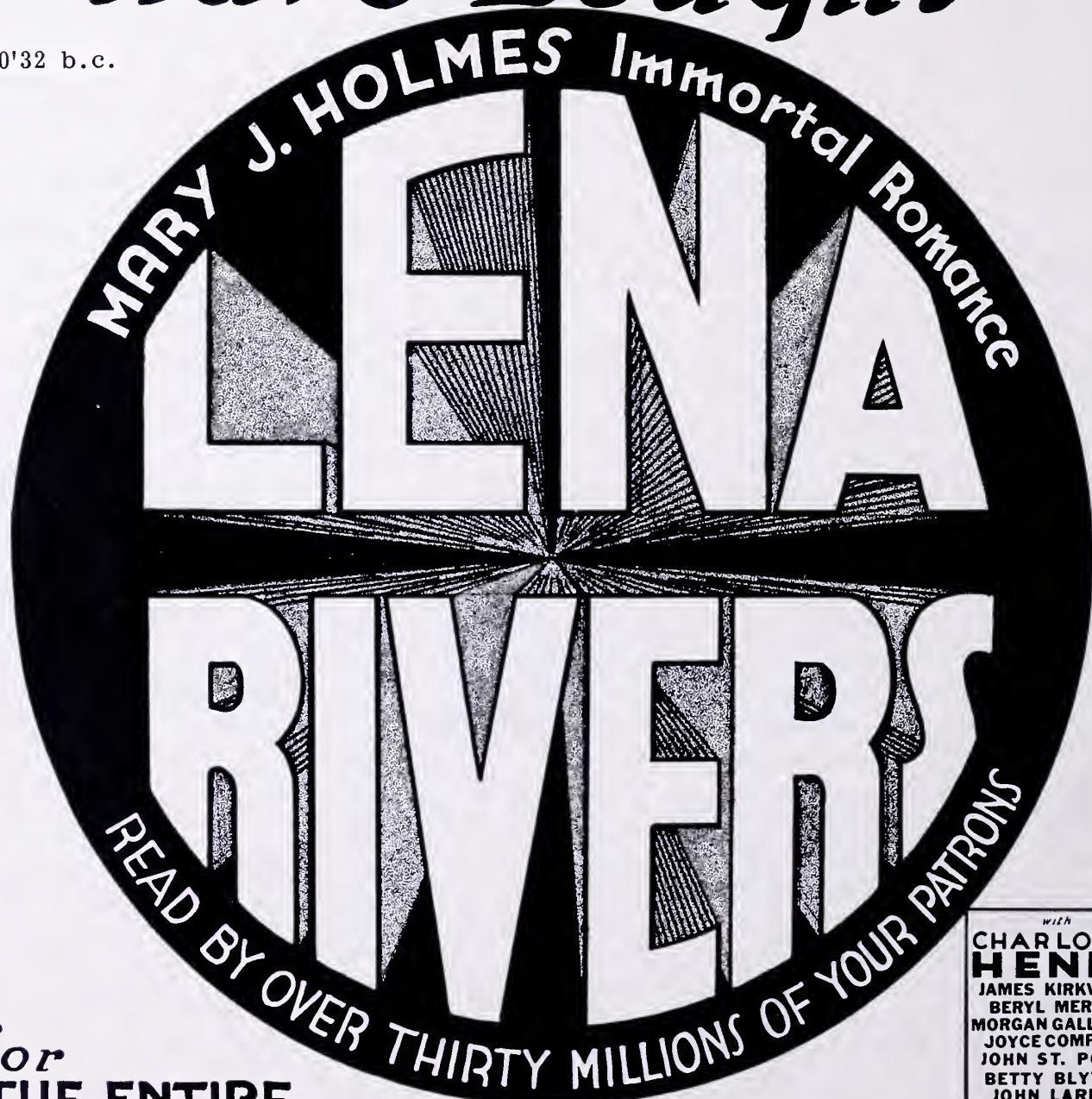


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*Real Showmen And Box-Office Purveyors*

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May 10 '32 b.c.



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 JOYCE COMPTON  
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 BETTY BLYTHE  
 JOHN LARKIN  
 CLARENCE MUSE

*for*  
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THE NEW YORK STATE

# EXHIBITOR

COVERING THREE FILM ZONES

AN EMANUEL-GOODWIN PUBLICATION

CIRCULATING  
IN NEW YORK  
STATE AND NORTH-  
ERN NEW JERSEY

Vol. 4—No. 18

NEW YORK, MAY 25, 1932

PRICE, 15 CENTS

## WILD WOMEN of BORNEO



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*1000 Days!*

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*'til June 15th*



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CENTURY CIRCUIT

*Coming Soon!*

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with REGIS TOOMEY  
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Greta Granstedt Eddie Woods  
Gertrude Astor Earle Fox  
James J. Jeffries  
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with  
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followed by the entire RKO Circuit



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*Now Ready!*

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A DRAMA OF LOVE,  
THRILLS AND ACTION  
STAGED IN ALL OF THE  
MAJESTIC SPLendor  
OF THE SWISS ALPS

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Noel Francis Richard Tucker  
Marjorie Beebe Russell Simpson  
*A Monogram Special  
WITH A NATION-WIDE  
TIE-UP WITH TEXACO  
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# The New York State EXHIBITOR

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Vol. 4, No. 18

May 25, 1932

### A, B, and Even C

**R**EVELATION that Al Lichtman harbored in his bosom a plan which would find all theatres classified into A and B categories, with pictures eventually to be produced for two types of houses did not come unexpectedly to the trade. Genial friend Lichtman had given notice of the idea at a recent luncheon.

But when Sidney Kent stated that first runs should have 90 days' protection, and the brothers Skouras are reported to have asked at least seven months' protection for "Grand Hotel" on the coast, the motion picture world sat up and began to take notice.

Why all this cry about longer runs, selective pictures for selective theatres, etc.?

Are the producers going to try to give up making a rounded program of fair value and concentrate, instead, on turning out, deliberately, a certain percentage of good and poor shows? Do the distributors really believe that if the first-run theatre says a certain picture will never again be seen in the territory the movie fans will wire, write or phone for seats, and fly, run, walk and rush into the first-run houses? Do the producers think that they can change movie habits overnight?

Friend Lichtman has advanced an idea which United Artists seems to have put into practice this past season. Examination of U-A reveals that apparently the production department has already been making pictures for the so-called A and B classes. The trouble is that U-A didn't make enough for the A group. There appears to be plenty for the B category, and unknown to friend Lichtman it looks as if the studio has been concentrating on a C, and even a D, group without his knowledge.

Heavens!

### A Hint to Producers

**W**HETHER or not coast production overseers know it or not, Pete Harrison is the recognized Moses of the independent exhibitors, champion of the little fellow, advisor in spirit and through the printed word to many of the theatremen in this industry.

The coast generalissimos may not know, also, of the Harrison Forecaster, in which, through reviews of the books, original, story or play, Harrison gauges production values of pictures before they are made. Last season, when the Harrison Forecaster made its appearance, it was ridiculed by some of the leading folk in the home

offices. Now, since the analysis of Harrison's endeavors last season has appeared, showing that in nearly 90 per cent of the cases his forecast is correct, home offices are well impressed.

It would seem that if this Forecaster gauges production and gross chances so closely it would be an ideal aid for the producers. Certainly, through this contact, the angle of the exhibitor might be protected in production.

Unless a new era has really appeared, however, the coast producers will probably not care about the Harrison Forecaster. This, in return, will result in the usual quota of gangster pictures, English society dramas and sex stories that keep away patrons. Even if Pete were only half right in his analysis, it would still be a good service.

### Mr. Levee Sells an Idea

**T**HE trade now knows all about the idea offered by M. C. Levee, founder of the Screen Guild.

Artists, stars, in fact, everyone connected with a Screen Guild production would get 20 per cent of the agreed price of their services in cash, the remainder in script. The first \$100,000 returned goes into the hands of the Guild while the next \$80,000 will be split with the artists. The balance will be split according to the amount of script held.

The east has heard the idea. A few executives have approved. The Hays organization is said to have given its godly smile of approval on the plan.

All of this is interesting to the exhibitor, for it always seems to be a practice of this business that, regardless of what the production formula is, the exhibitor never feels the benefit. He pays a high price for a picture. Sometimes he is lucky enough to get an adjustment. These are usually grudgingly handed out by exchangemen even though, because promises of quality are not kept, the exhibitor is entitled to them. The distributor has even accused exhibitors of spreading adjustment information amongst themselves. But the fact that many exchange-men discuss buying information among themselves is hardly ever mentioned. Generally, and especially in connection with productions that place art on a higher plane than everything else, the exhibitor pays more than he should.

Friend Levee failed to state whether or not, after a reasonable return, say 6 per cent on the investment, has been received by everyone concerned in the Guild, the exhibitor will be given rebates. Thus, if the gross is tremendous, the exhibitor would get pictures at cheaper price.

The plan seems to concern everyone except the exhibitor. Of course, rebate for the exhibitor would be approaching a millenium, but it might be wagered that such a procedure would mark a real new step in exhibitor-distributor contact.

Let Mr. Levee go ahead with his plan, but unless the exhibitor gets a special benefit from it, it matters little to the theatremen whether or not the label of art is placed on it or how the production profits are split.





# Allied Invasion Becomes Reality; Unit Prepares to Secure Independent Support

## Election Soon

Election in connection with the organization of the state Allied unit is expected to be made public this week.

The unit is using the headquarters of the Jersey unit, 303 West 42nd Street, for the present.

It is expected that Vincent M. Trainor will be its first president.

## Jersey Allied Meets in July, Announces Samuelson

### Boat Trip Out; Selling Plans to Be Discussed

Sidney Samuelson's Jersey Allied contingent will meet sometime in July in Atlantic City, the Bermuda trip having been vetoed.

As usual, the new product will be analyzed.

Whether or not this will take place at the same time as the conference of eastern Allied units is unknown, but it is thought likely.

Recently, Allied protests on the poor prints have reached the ears of the trade. Furthermore, as long as circuits have been receiving operator cuts, the Allied wants them, too.

### Laurel to Open

Long Beach's 1700 seat Laurel Theatre (Becker-Fink-Rugoff) will open next weekend.

Trio has the Lido, Castle there.

May play stage shows.

### Gaudreau Moves Up

Lou Gaudreau is now in charge of the RKO purchasing department.

He replaced Henry Eckstein.

### Two World Wide on B'way

"Strangers of the Evening," Tiffany, starts a week's engagement at the Paramount June 3.

"Bachelor's Folly," Gainsborough, goes into the Roxy Theatre soon.

## Convention Spirit Fades

From all reports, at least three companies will not have national sales meetings.

United Artists may not have any meetings at all, Metro may go in for regional gatherings and Warners will stick to regional groups.

Tendency to discontinue expensive national get-togethers is becoming stronger.

## Suffern Exhibitor Active in Formulating Plans for Theatremen's Body — Proposed State Association Still at Organization Stage

Allied had made good its threat to invade the metropolitan and New York State territory, despite the reports that there would not be enough interest to warrant formulating a new body.

### Heard In

**CROSSTOWN**  
Kanecky Moves Up and  
Finney-Sherman Collab

LOCAL 306 is getting set for the Columbus union convention. . . . With little stirring since the fuss with Springer-Cocalis, which finally saw some of the pickets jailed, it is expected the boys will come back with renewed strength to begin a lot of similar arguments. . . . The inde exhibs don't mind signing up with 306 at what they deem a fair price. . . . And that congressional investigation at Washington found a lot of the big movie moguls wondering whether or not they would be called.

H. F. KANECKY is now district manager for Skouras Long Island houses. . . . He has been manager of the Skouras Lynbrook, with Zack Freedman, of a noted theatrical family, succeeding. . . . Rutgers Neilson has been making a nice job of it in the RKO publicity department. . . . And Al (Let in the women; they'll pay the dues) Sherman is busy these days with Ed Finney, writing a play. . . . Finney will probably write it and Sherman will collaborate. . . . Sherman is famous for his scenarios. . . . They gather more dust than any in the business. . . . Ask him to show you his technique.

M. MANOWITZ is now handling the Ramona Theatre. . . . While the Armory Amusement Company has taken charge of the Brooklyn Armory. . . . Henry Danziger's child went under a tonsil operation recently. . . . Father is one of the Film Board corps. . . . De Lura and Seria have acquired the Paragon, Brooklyn. . . . J. Harding has taken over the Strand Theatre, Hasbrouk Heights. . . . Anthony Scalisi has possession of the Bronson, Newark. . . . While another Newark theatre, the Olympic, is being handled by J. Skinner.

HIGHLANDS AUDITORIUM, Highlands, N. J., has changed hands. . . . The American Auditorium, Peapack, N. J., is being run by A. L. Kayhart. . . . Phil Machetti has the New Ideal. . . . J. Miller is running the Strand Theatre, Bayonne, N. J. . . . Fiber and Shea have taken over the Opera House, Bayonne, N. J. . . . While Moses Markowitz has acquired the Huntington, Huntington, N. J.

THEY ARE STILL TALKING about the success of the Harry H. Thomas testimonial. . . . This column had to go to press too early to report that the headlines of the stage provided the entertainment. . . . And from the looks of things that J. J. Unger dinner, tendered by Paramounters

First official indication of the formation of an Allied unit came when announcement, sent by Vincent M. Trainor, widely-known independent exhibitor of Suffern (Lafayette Theatre), as chairman of the Allied Theatre Owners of New York, Inc., announced that a certificate of incorporation of the Allied Theatre Owners of New York, Inc., had been approved May 16 by Judge Phoenix Ingraham, Supreme Court of the State of New York.

The announcement states that "our organization is for independent exhibitors located in the State of New York, and our chief purpose is the best interests of those theatre owners."

Independent exhibitors are invited to associate themselves with the organization, which contemplates an application for a charter from the national Allied States body.

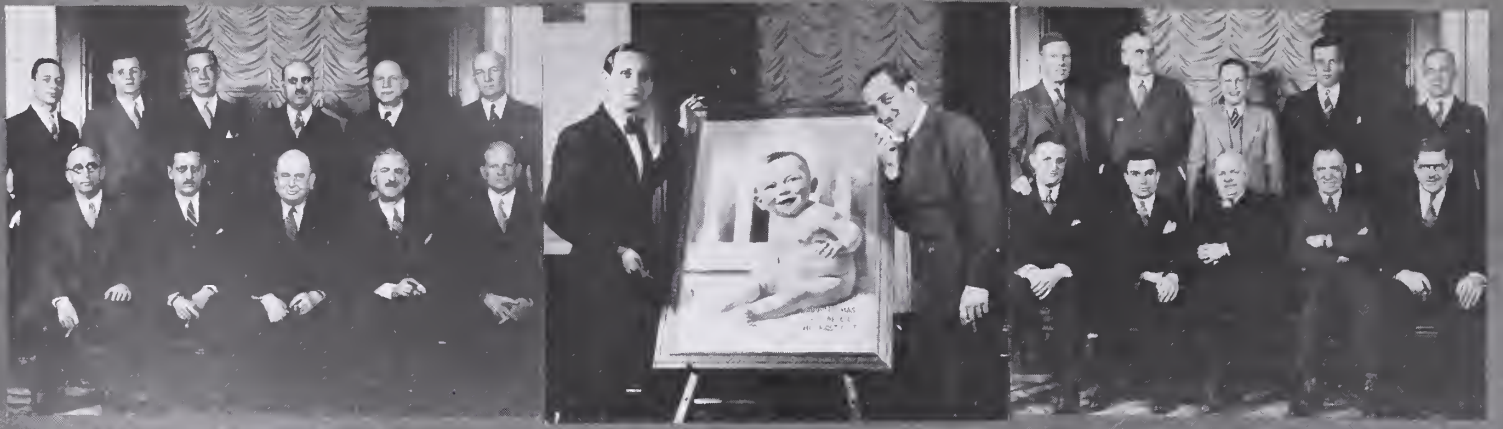
The proposed state-wide organization, combining the TOCC, an Albany unit and the Jules Michael Buffalo branch, had never gotten past the "organization stage." Various reasons, tax matters, political campaigns, etc., have been attributed as alibis for the failure of a state-wide body, but it believed that the centre of the trouble might be found in the Albany situation, where warring independents cannot be brought together.

The New Jersey Allied unit, led by Sidney Samuelson, has a New York City office. It is believed that Samuelson has been an active factor in the growth of a state Allied body, as vice-president of the national organization.

and filmmen at the Astor, this evening, May 25, will shape up as something big. . . . More than 500 are expected. . . . Lots of that next issue. . . . News that Ted Schlenger has resigned from Universal surprised.

CHARLIE O'REILLY has been doing plenty of commuting to Washington in regard to tax matters. . . . And when that is cleaned up, leave it to him to take care of this "Allied invasion." . . . Bob Great-house is managing the Gaiety in its present First Division era. . . . That Fallon libel case was dropped here before it got started. . . . With Harry Kosch receiver for the Roxy, the house will go in a great measure. . . . Which means that maybe Fox won't show its pictures there as much as it used too. . . . There will have to be a shift anyway, because Radio City will need pictures when the theatre there opens. . . . And the Mayfair never got too much of a break on product, it seems. . . . Some have suggested that if the Roxy dropped everything except pictures and cut its price to about a 50-cent top, there would be so many yelling murder that the house will get a break on product. . . . Maybe so. . . . Maybe so.





May 25 '32 pg. 6



**AND THE HARRY H. THOMAS TESTIMONIAL WAS VOTED A SUCCESS**

Top, left: A group including W. H. Gallaway, Jack Donna, J. D. Williams, W. C. Schwartz, Harry Dendow, D. L. Faralla, H. L. Berman, Al Ruben, Dr. J. H. Friedman, Bruno Evers, Charles F. Catlin; Max Cohen and Bob Wolff explain how it was done; a group including F. V. Luporini, Arthur Lee, H. William Fitelson, Robert C. Richter, Will V. Goldie, John Crinnion, Will Barrett, Charles Leech, Cinton White, Will Landis.

Below: The folks on the dais including Sam Eckman, Dave Barrist, Austin Keough, Jack Alicoate, Al Lichtman, Ned Depinet, Max Cohen, M. J. O'Toole, A. H. Schwartz, R. Sanders, Harry H. Thomas, Louis Nizer, Leon Rosenblatt, Henry Chanin.

Below, left: Including the First Divisioners; Upstaters L. Jascow, Leo J. Rosen, Elmer Lux, Mitchell Fitzer, Ted Rosen, Jack Lyons, Bert Freese, Nat Worth, Bill Shirley, Bob Bertschey, Al Friedlander.

Below: Skourasites Charles Caballero, George Skouras, Jules Catsiff, Ed Peskay, Bob Wolff, Charles Moses, Ed Schnitzer, I. J. Hoffman, Ed McEvoy, Bill Rodgers, and others; Filmmen Jack Bellman, Tony Ricci, Abram Fulm, Myer Solomon, Morris Traub, Dave Brill, Ben Levine, Al Krelberg, Sam Krelberg, Herman Gluckman, Bill Pizor, Irving Grossman, Alex Moss.





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**AND THESE, TOO, WERE INCLUDED IN THE 750 PRESENT**

Top, left: Including Sol Edwards, Budd Rodgers, Irving Renner, Louis Nelson, Jos. Quittner, Max Rudnick, Jack Ellis, Dave Sohner, A. E. Schwartz, A. E. Peterson, E. J. Urell; right: including Arthur Greenblatt, Joe Felder, Joe Weinberg, Sam Shapin, Herman Kramm, Irving Wernick, Dave Bloch, Lou Kutinsky, Harold Carlock, Myer Solomon, Sol Title.

Below, left: Including Bob Harris, Bert Sandford, George Trilling, Sam Citron, Ed Mantell, J. Rosenblum, Sam Seid, John Wernisch, Charles Kenneth, George Dillon, Joe Becher, Ed Schnitzer; center: including Frisch and Rinzler folk, George Davis, Erwin Gold, L. Frisch, Sam Rinzler, George Langbart, Jack Birnbaum, Monte MacLevy, Irving Kaplan, Charles Steiner, J. P. Levine, Irving Goldstein, Lou Preston, Johnny Lyons; right: Frisch and Rinzler, Moe Streamer, Charles Caballero, Charles Steinman, Joe Vergesslich.

Below, left: Including J. P. Friedhoft, R. Fiedler, W. H. Cadoret, J. C. Ritchey, Ed Golden, John Harrington, George Harvey, Walter Palase; center: including Jack Bowen, John Lyons, George Dillon, Bill Scully, Ed McNamee; right: including Bob Mapletoft, Melvin Hirsch, Sid Kulick, M. C. Howard, Lester Adler, Pop Korson, Marcel Mekelberg, G. C. Norton, Bert Kulick.

Bottom: Including Fred Schwatz, Ed Mullen, Max Barr, Charlie Moses, Adolph Barr, Mitchell Klupt, Eddie Hyman, Tom Murray.



## WITH THE CONVENTIONS

Decrease in some companies' product, addition of more independent units under major distribution and tendency "to try to produce more big ones and less little ones" featured the first of the conventions held this month in various parts of the company. Briefly, the results were as follows:

### Paramount

Paramount will release between 60 and 65 features in the new season, the actual number being indefinite. There will be 241 short subjects, including 104 issues of the news, 24 two reelers from Mack Sennett, 12 Paramount two reelers, 101 singles, including 18 screen songs; 18 Betty Boops, 13 Paramount pictorials, 13 Screen Souvenirs, 13 Sports-Eye Views, 13 Hollywood on Parades, 13 Paramount Headliners.

Developments with an eye to the local picture found Henry Randel, Brooklyn Paramount manager, receiving first prize in the recent Jubilee drive, as did Kenneth Robinson, now Buffalo branch manager. M. E. Sattler, New York salesman, is a member of the 100 per cent club.

Attending from this territory's exchanges were Milt Kusell, district manager; Henry Siegel, New York branch head; Henry Randel, Brooklyn manager; Earl Sweigert, Jersey manager; M. E. Sattler, salesman; C. G. Eastman, Albany manager; Kenneth Robinson, Buffalo manager.

### Universal

Universal will present 26 specials and two roadshows in the new list. In addition, there will be 12 westerns, 5 serials, 22 two-reel comedies and 64 single reelers.

Attending the meeting from the local territory were: New York—Leo Abrams, manager; Harry Furst, Ben Price, J. E. Liggett, P. Winnick, Nate Goldberg. Albany—J. Herman, manager; F. E. Duffy, B. Fink, C. Weil. Buffalo—A. T. Barnett, manager; J. J. Spandau, O. Seifel, Jack Withers.

### Goshen House Opens

Goshen, historic county seat of Orange County, is to stage a comeback in movies.

Central, managed by Frank C. and Robert J. Hock, and dark since the advent of talkies, is having sound installed and will open the second week in July. Will operate three days a week until autumn, then going on a daily basis. House is being remodeled and redecorated.

### Fair, Unfair

Rolland Theatre, Brooklyn, is now on the union fair list.

Little Theatre, Rochester, has settled its fight with the musicians union.

Palace Theatre, Lockport, has likewise made its peace.

Olympia and Avon, Watertown, have adjusted matters with the union of that city.

Albany local is protesting attitude of Albany Warners and RKO in refusing to pay same Sunday scale as the independents.

Schine's State, Cortland, has effected an adjustment in scale.

### Fox

Fox will deliver 48 features, 44 programmers and four specials. There will be 104 issues of Movietone News and 52 issues of the Magic Carpet of Movietone.

Attending from the local exchange centers are: New York—Harry H. Buxbaum, M. Sanders. Albany—W. A. Ryan. Buffalo—Sidney Samson.

### Radio

Sixty-three features head the list of Radio pictures for the new season.

Attending RKO's convention from the territory were: New York—R. S. Wolff, manager; Phil Hodes, Jack Ellis, L. Kutinsky, Bernie Kranze, E. T. Carroll, J. J. Dacey, M. Westebbe, Frank Drumm, assistant branch manager. Albany—C. R. Halligan, manager; L. Garvey, salesman. Buffalo—H. T. Dixon, manager; L. P. Murphy, E. C. Markens, C. Boasberg, salesmen.

### Columbia

Columbia is scheduled to make 48 features next season as well as a line of 8 single reel shorts and 24 two-reel films.

Attending the Atlantic City convention from the local exchange and district distribution branches were:

New York—Phil Meyer, manager; S. Trauner, J. Weinsch, J. Sokoloff, M. Fraum, A. Weissman, Jerry Herzog, Irving Wormser, C. Penser, J. Becker, S. Schusell. Albany—Charles Johnston, manager; S. E. Feld, G. A. Woodward. Buffalo—Joe Miller, manager; G. H. Ferguson, N. Marcus.

### Newburgh Building Rumor

Rumors identifying the old Armory, Newburgh, with a new motion picture enterprise are scouted, because it is contended that with six theatres the town is already over-supplied with seats.

Armory will be sold by the State before the end of the year, a new armory for the 156th Field Artillery having been erected. Meanwhile, Publix is doing nothing toward the erection of its Paramount.

### Heard In

**PASSAIC**  
Schoem to Marry and Good Luck

By Eye-Ess

INNOVATION is being introduced by Manager Daniel J. Shepherd, Rivoli Theatre, Rutherford. . . . Dancing school for patrons of the theatre. . . . Classes will be conducted every Friday afternoon. . . . New ventilating system is being installed at the Ritz Theatre, Garfield. . . . Owner-Manager Richard Ettelson feels the improvement will meet with hearty approval. . . . Manager Ettelson is distributing miniature pool tables, etc., every Saturday afternoon. . . . "Tarzan of the Apes" went over big. . . . Manager William Weiss, Capitol (Warner Brothers), held the picture over two days. . . . Ira Schoem leaves for Florida the first week in June to be married. . . . He's going to become "hitched" to Miss Connie Perlman, Tampa. . . . They're going to make the 1,500-mile trip back by boat as their honeymoon and will reside in Clifton.

**MANAGER BILL WEISS**, Capitol, has declared war on mashers. . . . At least eight times a week women complain about pests, but refuse to make formal charges because they don't want publicity. . . . City editor of the "Herald-News" promises Weiss co-operation in keeping complaining women's names out of the news columns. . . . Result: First pest got 10 days. . . . They'll stop now, says Weiss.

"SOUTH SEA ADVENTURES" went over big at the New Montauk Theatre (Warner Brothers). . . . Manager Max Hecht, Rialto, in addition to providing a double-feature bill last week, distributed vellum-ware to the ladies. . . . Manager D. W. Waldron, Rex, East Rutherford, presents vaudeville in addition to a double-feature bill. . . . Harry Doneger, manager, Palace, Passaic, uses double features and special gifts of bake-ware for the women.

### Seiden Casts Another

Judea Films' "Mazeltov" broke records at the Palestine Theatre.

Joseph Seiden, president of Judea Films, Inc., is already casting for a new production entitled "Forgotten Parents," with an all-star cast.

### Milton Opens

Elverhoj Theatre, Milton, is announced to open for the summer season the first of July.

## Streamer Asks Co-operation at Ryan Dinner

Tony Ryan testimonial dinner to the manager of the Albany Fox Exchange—only dinner ever given to an exchange manager in Albany unless he were leaving the city—brought about 150 exchange men and exhibitors to the Hotel Kenmore, May 12.

Feature of the dinner was a speech by Moe Streamer, United Artists manager, appealing for better co-operation among exchange men and exhibitors during the present trying times in the film business. Streamer suggested a monthly lunch or dinner or smoker at which all could exchange views and acquire a better understanding of one another's problems.

Jack Swartout, manager, Farash Griswold Theatre, Troy, was toastmaster, and speeches were made by several exhibitors, including Bill Smalley, Cooperstown; William Shirley, Schenectady (Farash Theatres); Mike Kallett, Oneida, and practically every exchange manager in Albany. Tony Ryan was presented with a traveling bag with the wish expressed by Swartout, "that you will never have to use it to leave Albany for good."





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## Heard In

**PATERSON**

Ramsey Will Open Sundays if Okey

By Jim

SUNDAY OPENING to fore in Ramsey, N. J. . . . Ramsey Theatre has practically changed ownership, nearly all details having been settled. . . . Albert Cooper negotiating for the purchase of the theatre, wrote Council asking permission to hold Sunday performances beginning after 2 P. M. . . . Council decided it would take no stand on the matter.

IT LOOKS as though Sunday opening at Butler was settled for some time to come—and in the negative. . . . Measure was defeated in the City Council by two votes.

JOSEPH LEFKOWITZ, Regent, is about to install a huge machine which will spray perfume over the audience. . . . They take their movies seriously in Paterson. . . . Margaret Mazzo is in a local hospital recovering from the effects of swallowing a quantity of iodine. . . . She quarrelled with her father because he objected to her going to a moving picture show. . . . Warner Brothers are featuring a novel feature in putting across publicity for their new playhouse in Ridgewood. . . . Most popular girl in Ridgewood will preside as hostess the opening night of the new theatre as Miss Warner. . . . Not only will she receive the guests who attend the premier of the new theatre, but she will be mistress of ceremonies the opening week and will receive many handsome gifts from local merchants, a salary of \$50 for her one week's appearance and a season pass good for two at the same theatre.

A. J. BOOSE, organist, United States Theatre, has a cat of which he is very proud. . . . L. R. Branger and Harry Goldberg, Warner Brothers, are to be the guests of the Ridgewood Chamber of Commerce in the near future. . . . Jacob Fabian, of the Fabian-Warner interests, has presented the colors to the new local Jewish War Veterans' Post. . . . Movies and bowling alleys operating on Sunday have come in for another rap in Ramsey. . . . Pompton Lakes fire department will show "The Hatchet Man" for the benefit of their local organization.

## Heard In

**YONKERS**

Bogus Bills and Burns Will Marry

THEY STILL TRY to pass bogus bills in Yonkers theatres. . . . Two were arrested on suspicion of a felony on the complaint of Frank Burns, manager, Broadway Theatre, who alleges that Miss Nadovich gave a bad five-dollar bill to Grace Smith, cashier.

ENGAGEMENT OF CHARLES BURNS, manager, Loew's Theatre, Yonkers, to Miss Patricia Romano, Yonkers, was announced recently. . . . Burns was recently transferred to Yonkers from New York City. . . . Hastings-On-Hudson Theatre management has given the use of the house for two benefit matinee performances for the Hastings Library and the Women's Club.

**Moral, Decent**

Rialto, Poughkeepsie, announces specially selected stage shows, "moral and decent," specially for women and children on Wednesdays and Thursdays.

## Heard In

**UTICA...**

Wagner Feeds Cats and Foreigns Arrive

By Harry

H. C. WALLACE has gone to Altoona, Pa. . . . Charles Keller, Jr., Philadelphia, has been named as his successor. . . . Colonial Theatre was reopened three days recently for the showing of "The Miracle of St. Anthony." . . . SS. Peter and Paul's Society leased the Majestic, long dark, in sponsoring a Washington bicentennial concert and ballet.

DURING DAYLIGHT SAVING the last complete evening features at the Warner theatres begin at 10 P. M. . . . The hour was fixed to draw late crowds.

UNABLE TO AGREE upon a verdict, Oneida County jury, Utica, in the case of Daniel E. Fendell, Buffalo, charged with showing unlicensed motion pictures, was discharged. . . . Sidney Lane, assistant manager of the Warner Avon and Utica Theatres, Utica, has been chosen manager of the Palace, Oneonta. . . . He was given a desk set by his fellow workers on his departure.

ALTHOUGH THE COLONIAL, Utica, is dark, "Bob" Wagner, manager, visits there every day to look over his mail in general and to feed three cats, in particular.

**Four Prudentials Cooled**

Four Long Island motion picture theatres of the chain owned by the Playhouse Corporation and the Prudential Amusement Corporation have been equipped with a completely modern system of air-conditioning and comfort-cooling of the new type which uses ice instead of complicated and expensive machinery, installed through the co-operation of the Knickerbocker Ice Company with the Adams Engineering Company, New York.

Theatres so equipped, according to Paul Raisler, president, theatre corporation, are: Gables, Merrick, L. I.; Laurelton, Laurelton, L. I.; Little Neck, Little Neck, L. I., and the Island Theatre, St. Albans, L. I.

**Duke Hickey Injured**

Duke Hickey, nationally known publicity expert, underwent a successful emergency operation in Altoona, Pa., for removal of a hot steel splinter almost a quarter of an inch in length which had embedded itself deeply in the corona of his left eye perilously close to the pupil.

The foreign substance entered the exploiteer's eye as he was leaving the shops of a local steel concern, where he had been in conference on a picture tie-up.

Hickey arrived in Altoona from New York to campaign a current Universal release.

## Heard In

**BINGHAMTON**

Comerford Visits and Perry Hits

By Dor

DISCONTINUING FLESH at Binghamton Theatre apparently leaves way open for stab at first runs. . . . "Grand Hotel" in for indefinite run. . . . Binghamton went wild over Ethel Barrymore's "School for Scandal." . . . Promotion Manager Fred Perry, Comerford's Binghamton theatres, has scored a direct hit. . . . Procured services of Walt King, trombone soloist. . . . With the aid of John Burke, obtained 35 home-talent hams. . . . Once a week King and his company present a regular sewing circle presentation of songs and music, not to forget the hoofing, at Capitol.

NOT TO FORGET Bob Rice and his lobby work for Comerford's theatres. . . . M. E. Comerford guest in Binghamton recently. . . . More than 200 Rotarians traveled to Scranton to attend opening performance in Coal City of Barbara Weeks. . . . Don Tower, head of curriculum construction for Bingo grade and high schools, says that the screen, talkies, radio or television never will replace the stage. . . . Comerford theatres are providing a raft of free tickets for visiting Lions of state. . . . The big laugh is on the agent who attempted to clean up on "Crazy Quilt" in Bingo. . . . Both papers panned show, which proved to be far below par.

## Heard In

**ELMIRA**

De Comos Here and Glen Not to Be Rebuilt

By Jay

JERRY DE COMOS, formerly assistant manager, Capitol, Albany, has been appointed manager of Strathmore, succeeding N. J. Banks. . . . Theatre owners and operators, stage hands and musicians are in a jam over wage cut, with owners threatening to close all houses unless agreement is reached on reduction.

RORICK'S GLEN THEATRE, burned recently, will not be rebuilt.

**New Norwich House**

William C. Smalley is building a new theatre in Norwich.

It will be erected on the site of the old Smalley Theatre, destroyed by fire. House will seat 900, and will be equipped to play stage shows.

Victor Rigaumont is the architect. He has designed houses in Cortland, Ithaca, Corning, Gloversville, Geneva, Jamestown, Utica and other spots.

**One Kind of Headline**

Under the heading, "NEW YORK CENSORS PASS 'SCARFACE' TO AVOID LAW SUIT," Caddo Company sends out a release on the picture.

This ought to make the state censors awfully happy.



**Announces New Move**



**Earle Hammons**

President, Educational Pictures, Inc., who recently announced the affiliation of Joe Brandt with the organization in an executive capacity.

It will mean much.

**Brandt, Goldberg Lead New World Wide Forces**

**Former Columbia President in Arrangement with Educational**

Official announcement has been made of the election of Joe Brandt as vice-president of Educational Pictures, Inc., and president of World Wide Pictures, Inc.

Former president of Columbia Pictures has already taken up his new duties at the Educational-World Wide headquarters.

In making this announcement, E. W. Hammons, president, Educational, and chairman of the executive committee of World Wide Pictures, also announced the appointment of Joe Goldberg as general sales manager of World Wide Pictures.

Brandt and Goldberg have arrived in New York from Los Angeles where, for several weeks, they had been in conference with Hammons and production executives regarding plans for Educational's short subject program and World Wide's feature program for 1932-33.

Hammons, Brandt and Goldberg all emphasize the fact that there would be no disrupting of the personnel of the Educational-World Wide organization.

"All our plans," said Hammons, "have been directed toward making the Educational-World Wide organization one of the strongest in the entire motion picture industry."

**MPTOA Adds Indies**

Jack Miller, J. B. Fishman, M. E. Comerford, David Barrist, Earle Van Hyning, O. C. Lam, are the independent executive committee on the new MPTOA roster.

After an affiliated appointment, the board will have its first meeting.

**Heads World Wide**



**Joe Brandt**

Whose return to active participation in the business as head of World Wide Pictures, Inc., and vice-president of Educational has been greeted by the trade. He is respected by exhibitors everywhere.

**Incorporations**

Producers Service Corporation of Manhattan. To deal in the motion picture business.

Royalty Distributing Corporation of New York. To deal in the motion picture business.

William Rowland-Monte Brice Productions, Incorporated, of New York. To deal in a general motion picture business.

King Motion Pictures, Inc., of Manhattan. To deal in motion pictures of all kinds.

Majestic Film Distributing Corporation of New York. To deal in the motion picture business.

**Warners Slash in Albany**

Summer price cutting, which was started by C. H. Buckley, Albany, when he reduced his top at Harmanus Bleecker Hall from 50 to 40 cents and his matinees to 25 cents, has been followed by similar action by Warner Brothers Strand Theatre.

**First Division Takes Gaiety as Broadway Outlet**

**Street's Largest Sign to Boost Exchanges' Show**

First Division will show-window its product at the Gaiety, Broadway's most prominent theatre, through possession of a 176-foot sign.

Millions passing the house will have the First Division name thrown before them daily, throughout the new season, with "Escapade" the first of the 1932-1933 crop to be presented.

Having delivered all it promised last season, First Division intends to give its clients the benefit of Broadway exploitation for the shows, and thus pre-sell patrons on the First Division product.

"Escapade" features Sally Blane and Anthony Bushell in its cast. It is an Invincible Picture, released through Chesterfield and distributed by First Division.

**Grierson Resigns**

Tom Grierson has quit as RKO Palace organist, Rochester, on account of ill health. Theatre is getting along without an organist and many patrons consider that a break in their favor. Grierson was out for six weeks to recuperate and Helen Ankner, WHAM radio staff, subbed.

**Perkins Runs Speculator**

Isaiah Perkins, Adirondack Theatre, Speculator, leased it last year to William Featherly, Rensselaer, but will run it himself this summer.

**Joe E. Brown Comes to Town**



And Joe E. Brown and Ginger Rogers are present in Warners' "The Tenderfoot."



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Newburgh Free Shows

Unemployed persons in Newburgh are being well taken care of in the entertainment line. For some months the Young Men's Christian Association has been giving two free motion picture shows on Saturday nights, the first for children and the second for family groups. Now David J. Rogers, manager, New State, the largest house in town, announces a plan by which a considerable number of free tickets to combined vaudeville and picture shows on Wednesday nights will be distributed to the unemployed through the City Work Relief Bureau.

Distribution will be made by former Mayor James D. Tweed, chairman of the Bureau, who has long been identified with the theatrical interests.

## Rinzler-Frisch Houses Plugging 6-Week Drive

Rinzler and Frisch Theatres, Brooklyn, are conducting a special business drive to last six weeks.

The following supervisors for Randforce are leading the big push:

Erwin Gold, Bensonhurst division; Sydney P. Levine, East New York; George Davis, Brownsville; Lew Preston, Ridgewood and Queens; Charles Steinman, Williamsburg; George Langbart, Boro Park; Monty MacLevy, director of publicity.

Special benefit drive and exploitation campaign is being stressed.

Rinzler and Frisch policy that each manager operate his theatre as though it were his own is the main issue in the contest.

## Albany Rangers

Fred A. Marshall, Columbia exploitation man, has been in Albany organizing a Buck Jones Rangers of America, a club similar to the Boy Scouts and endorsed by that organization. Boys who join it are to be taught rope spinning, roughing it and the same high ideals that are characteristic of the Boy Scouts.

Marshall has organized clubs of Rangers at the Paramount and Royal Theatres, operated by Harry Hellman; Eagle, operated by Abe Stone, and Madison, operated by Warners. He also has five theatres in Schenectady and three in Troy.

Columbia gains in this tie-up by booking Buck Jones pictures in these theatres for Saturdays and the assurance of the patronage of all the Rangers in town.

## For Peekskill "Tarzan"

Realizing the possibilities of "Tarzan," Manager Ted Horowitz, Paramount, Peekskill, worked out an excellent campaign.

A week in advance the entire outside lobby was built up for a tropical display. A stage wing was employed, painted in sky colors, in front of which was staked grasses, trees and vines cut from the woods nearby.

On a conpo platform, a live monkey perched himself on a swing between the two aquariums and kept the folks looking for hours at a time. Two gorgeously marked parrots, of the South African type, chatted and amused themselves at each end of the conpo.

Sound motion pictures of Peekskill schools, Military Academy and some of the village's business activities were a good drawing card for a week in the Peekskill Theatre.

## Cline Given

Ed. Cline, manager, Academy Theatre, Newburgh, distributed 1,000 numbered speedway tickets around town. Holders of certain lucky numbers were given a guest ticket for "Crowd Roars."

Harry Stowell, manager, Paramount, Middletown, distributed over 2,500 samples of Life Savers in envelopes selling his attraction.

## Buffalo Personality

Henry B. Murtagh, for many years organizer at Shea's Buffalo, has been appointed managing director of Shea's Hippodrome.

Idea is to build a personality into the Hip programs under Murtagh management. He will introduce a number of real novelties.

## Rogers Builds Show

In hard times, plug harder than ever. This is the slogan of Dave J. Rogers, New State, Newburgh, who, instead of taking vaudeville off, is increasing acts, and also showing two feature pictures instead of one as formerly. Incidentally, Dave is increasing his advertising.

## "Divers" in Riverhead

Manager Whyte, Riverhead Theatre, Riverhead, reserved a section of his theatre for members of the Suffolk Air Legion, who attended the theatre in a body following a meeting at the hangar at the airport in Westhampton to witness the showing of "Hell Divers."

## For "Hell Divers"

Ted Horowitz, manager, Paramount Theatre, Peekskill, completely oozed the town with aviation atmosphere for "Hell Divers."

## "The Ringer" Will Soon Appear at the Cameo



First Division again hits Broadway when "The Ringer," the most successful novel from the pen of Edgar Wallace, bows in at the Cameo. It has been previewed and rated highly.



**Columbia Begins a New Season**



And Edmund Lowe, Evelyn Brent and a newcomer may be seen to advantage.

**"Believe" In Albany**

Joe Feldman, Warner Bros. theatres publicity manager in Albany, tied up with a daily for a special kiddie matinee at the Madison Theatre, in conjunction with the nation-wide contest on Robert L. Ripley's "Believe It or Not."

Madison's matinee attracted 1,500 kiddies and a large number of adults, filling the house to more than capacity. Daily devoted several special illustrated stories to the matinee in conjunction with the regular announcement of the contest and ran special notices on Vitaphone "Believe It or Not" screenings under Ripley's newspaper cartoons.

**Rochester Helps**

Rochester theatre men, always ready to aid union labor, are co-operating in a benefit performance at the Rochester Theatre, June 15. Charles Raymond, Rochester, and Jay Golden, RKO Palace, are working with labor officials in preparing the program which will include vaudeville from both theatres.

**Incorporations**

Notice has been filed with the Secretary of State of a change in capital of Delancey-Clinton Theatres Operating Corporation, of New York, from 200 shares, no par value, to 11,300 shares, no par value.

Notice has been filed with the Secretary of State of a change in capital of Fox Film Corporation of Manhattan from \$90,780,000 of 5,000,000 shares, no par value to \$12,628,300, shares unchanged. Also of the change of name of the K-A-O Service Corporation of New York to RKO Service Corporation.



**Talks to ALL Theatre Folks**

In the Pacific Division of M. P. distribution. California, Oregon, Washington, Montana, Idaho, Nevada, Utah, Colorado, New Mexico and Arizona.

Twice a Month—1st and 15th  
Read and Reread Religiously

*Thomas D. Sullivan*  
PUBLISHER

25 Taylor Street San Francisco

**Arliss Revivals**

Warners are planning an Arliss season at their Madison Theatre, Albany. If they can find sufficiently good prints of old Arliss pictures, they will run "Disraeli," "The Green Goddess," "The Millionaire," "Alexander Hamilton," "Old English" and "The Man Who Played God," as part of a double feature two days a week.

**Rochester Burglary Foiled**

Cracksmen found the safe in Grand Theatre, Rochester, too tough to open and abandoned the job.

**Cherries in Rochester**

Edmund Howard, publicity director, Loew's Rochester, tied in with Sodus-Cherry Festival for some special publicity. Took group of girl dancers to inspect cherry orchards and picked cherry queen with pictures in the dailies.

It clicked.

*Just Around  
the Corner from  
the Center of the  
Motion Picture Industry*

**HOTEL  
PRESIDENT**

48th St., West of Broadway  
NEW YORK

400 ROOMS—All with  
Bath, Shower and Radio

FROM \$2.50 DAILY

**RATES**

Single - - - \$2.50, \$3.00, \$3.50  
Double - \$3.50, \$4.00, \$4.50, \$5.00

SPECIAL WEEKLY RATES

Five Minutes' Walk to Fifty Theatres

J. S. SUITS, Mgr



**IN  
NEW YORK**

Right in the  
heart of the

**MOTION PICTURE  
INDUSTRY**

**HOTEL  
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49th ST., Just off BROADWAY

400 LARGE OUTSIDE ROOMS

all with

BATH, SHOWER

CIRCULATING ICE WATER - RADIO

FROM \$2.50 DAILY

Rates { Single . . . . . \$2.50, \$3.00, \$3.50  
Double, \$4.00, \$4.50 Twin Beds, \$5.00

S. J. MITCHELL, Manager



## Heard In

## ALBANY

Sidelights On the Tony Ryan Dinner

By Bill

AL FELTMAN, Casino, Watervliet, was recently married to a Watervliet girl. . . . They went to Canada on their honeymoon. . . . Greenwich is one town that has never felt the depression. . . . It has a shirt factory and paper mill which have kept open and busy all the time, which has meant good business at the movie theatres. . . . Pete Dana, who quit Universal as a salesman to manage the Empire, Glens Falls, has returned to his old job at Universal, keeping a house manager on the job in Glens Falls, which lease he still holds.

NEW DERRY THEATRE, Port Henry, recently built and opened by Charles Derry, had a good opening despite the depression. . . . "Daisy" Halligan and Len Garvey, manager and salesman of the RKO exchange, left May 16 for the sales convention in Chicago. . . . Abe Van Deusen, RKO booker, recently lost his father. . . . Under instructions from Bishop Gibbins, of the Albany Catholic Diocese, every priest in Albany, on May 15, protested from the pulpit at Mayor Thacher's signing the ordinance legalizing Sunday movies. . . . Bishop had appeared at the hearing on the ordinance and protested strongly, claiming Sunday movies are a moral issue. . . . Business at the first day of Sunday movies in Albany was reported "fair." . . . It was a bright spring day which took thousands of people into the country. . . . Exhibitors feel that a taste for Sunday movies will develop slowly.

SIDELIGHTS on the Tony Ryan, Fox exchange manager, dinner. . . . Bill Shirley, of Farash Theatres, Schenectady, posing as a waiter and carrying trays laden with food with all the ease of a professional. . . . Wires of congratulations to Tony Ryan from Sidney Kent, James R. Grainger and Eddie Grainger, Fox Films. . . . Telegram of regret at being unable to attend because out of town from Chris Buckley, Albany independent exhibitor and first-run Fox man in Albany. . . . All the speakers calling Tony Ryan a "square shooter." . . . Charlie Johnston, Columbia manager, insisting he is not as heavy as Tony Ryan. . . . Jack Swartout, Griswold, Troy, manager, saying to Bill Shirley, his boss: "Don't call me Jack, Bill. . . . Every time you call me Jack it means a cut."

PETE DANA, former Universal salesman, who resigned to take over the Empire, Glens Falls, is finding a fight. . . . Bill Benton, Saratoga, who operates the Benton chain, including the Rialto, Glens Falls, has announced vaudeville in addition to pictures. . . . Empire is owned by Addison B. Colvin, leading citizen of Glens Falls and a former State Treasurer, and another man. . . . Interstate Theatres Corporation has taken over the lease of the Maxbily Theatre, Fleischmanns. . . . Fanning, Roxbury, is negotiating to lease his theatre in that town to Murdock, Sidney. . . . Mrs. Thornton will soon open the Orpheum, Tannersville. . . . Board of Trade, Schoharie, is planning to introduce free open-air talkies in that town, but the question is where to get the product. . . . None of the standard firms will contribute. . . . J. C. Carpenter, Cobleskill exhibitor, will open the Sharon Theatre,

## Watch for Cowboys

THE NEW YORK STATE EXHIBITOR is in receipt of complaint from M. H. Dykstra, operating the Glen Theatre, Williamsville.

Operator claims he booked Montana Meechy and his Montana Cowboy Band, and, without giving notice of any kind, did not put in an appearance. Exhibitor went to the trouble of billing the act extensively. He sends the contract to prove the booking.

Sharon Springs, for three nights until the summer trade arrives, when it will be open every night.

BILL SMALLEY, Smalley chain, Cooperstown, never goes to bed until near daylight, claiming he cannot sleep in the dark. . . . But he also keeps the film salesman up with him and they claim that he has them so sleepy by that time that he gets better terms for his picture buys. . . . During the recent Horvath trial, which brought a lot of strangers to Cooperstown, Bill booked "Ladies of the Jury" at his Cooperstown house, considered a stroke of real showmanship.

C. H. BUCKLEY opened his long-closed State Theatre to lease it to MGM for two weeks of "Grand Hotel." . . . Bennie Darrow, MGM exploitation man, has been in Albany arranging for the showing. . . . Ben Stern, formerly manager of Warner's Troy Theatre, was engaged by Ralph Pielow, MGM exchange manager in Albany, to handle the State Theatre during the run of "Grand Hotel."

## Heard In

## ROCHESTER

Doubles Out When Pictures Are Good

By Eeatch

BERT CALEY, former manager, Piccadilly, will manage Sea Breeze Park. . . . Manager Harold Raives, Regent, is the daddy of a new son, his first. . . . RKO-Palace is to have two weeks of local vaudeville. . . . Theatres co-operate in raising charity fund. . . . Theodore O'Shea, MGM Buffalo, and George Zehrung, New York, director of the film bureau of the National Y. M. C. A., address Rochester Better Films Council. . . . Manager Charles Raymond, Loew's Rochester, makes big play for "Scarface." . . . RKO-Palace running serial, "Shadow of the Eagle," Saturdays.

FAMILY THEATRE shifted from film policy one night to play the Adlers. . . . RKO-Palace entertained Mrs. Eva La Cava, mother of the director of "Symphony of Six Million." . . . Manager Walter W. Risley, RKO-Temple, co-operates with the "Times-Union" in marbles contest. . . . B. L. Darrow, New York, did advance publicity for "Grand Hotel." . . . Capitol Theatre discards double feature idea when it gets a real draw film.

## Italian in Lower Hudson

An Italian moving picture concern has been making scenes on a farm in the Marlboro region in the heart of the lower Hudson fruit area. In English, title is "Love and Death."

## "Monte Carlo Madness" or "One Night of Love" Arrives



"Monte Carlo Madness," with Sari Maritza and Hans Albers, will play the Roxy early next month. It's a big special. First Division distributes.



## Oneonta Sunday Football

Question of Sunday talkies for Oneonta has taken on the earmarks of a political football. Advocates declare they do not intend to let it be shunted to the sidelines and are making every effort to get it again before council.

Contention is that the question will go to a referendum, but this indication has incensed the voters who feel the elected officers are merely passing the buck on a question they were elected to decide upon. This matter was a plank in the election platform.

### Heard In

## BUFFALO

Shea on Job and Bill Is Father

By Mary Ann

FRANK J. A. McCARTHY, Boston Universal exchange manager, has been appointed eastern sales manager for the same company, with headquarters in New York. . . . Frank's many friends in Buffalo were delighted with the news and want to extend hearty congratulations and best wishes for his continued success. . . . They look forward with pleasure to seeing him in Buffalo often.

MOTION PICTURE THEATRE OWNERS, State of New York, western zone, very vigorously oppose the 10 per cent tax on admissions, which is being proposed by the Senate Finance Committee. . . . Strand Theatre, operated by Basil Brothers, will close for the summer and reopen Labor Day. . . . M. H. Dykstra, manager, Glen Theatre, Williamsville, announces that his theatre will close on Tuesday, Wednesday and Thursday during the summer, remaining open Friday, Saturday, Sunday and Monday. . . . Charles Baron, special exploitation representative, United Artists, was in Buffalo in advance of "Scarfaec." . . . Mrs. Jack Kaplan, wife of J. H. Kaplan, United Artists manager, is spending some time in Atlantic City. . . . Herbert T. Silverberg, attorney, announces removal of his law offices to Suite 902-4, Walbridge Building. . . . Family, Rochester, is closing for alterations and redecoration.

RCA PHOTOPHONE was recently installed in the Hippodrome Theatre, Niagara Falls. . . . Lincoln Theatre, Buffalo, expects to close for alterations, redecoration, new cellar walls, etc. . . . C. Snyder and E. Graham operated the Orpheum, Buffalo, for six days, then folded. . . . Manager George McKenna, Lafayette Theatre, tells about a deep-sea fishing reel which they ran, produced by Zane Grey while down in the South Seas. . . . Box offices of all Buffalo theatres suffered, due to the wet parade, in

## Fonda Sundays Off

Fonda evidently does not care for Sunday movies. Roy Pugh, who operates a theatre in that city, says business is so poor on that day that he is considering closing.

which thousands marched until 10 P. M. . . . Mrs. Marco, wife of George Marco, manager, Legion Theatre, Wayland, is confined to St. James' Hospital at Hornell, where she is recuperating from a major operation.

DICK TALMADGE, on his way to Hollywood, stopped off at Lancaster to see his old friend Bob Alberts, and made a personal appearance on the stage of his theatre. . . . Dave Miller, former Buffalo branch manager for Universal, more recently Cleveland manager, has been promoted to division manager of the Middle West. . . . Fred Weinberg, former manager, Warners' Wintergarden, Jamestown, now transferred to Warners' Babcock, Wellsville. . . . Warner Brothers issued some very unique invitations to ladies only, for a screening at the Elmwood Theatre, in which Ruth Chatterton requested the honor of the recipients presenee at her "Celebration Tea" and a special preview of "The Rich Are Always With Us." . . . Tea was held at a tea room next door to the theatre, immediately following the screening, at which Mrs. Harry Seed, Ruth Rappaport, Leone Ehrne, Bertha Kemp and Mrs. John Sitterly acted as hostesses.

P. A. POWERS is proceeding with the organizing of a distribution organization for his recently formed Powers Pictures, Inc. T. Ray Powers and Fred. A. Rice are to operate the Powers exchanges in Buffalo and Albany territories. . . . Office in Buffalo will be in the film building, fourth floor. . . . Frank King, who for many years was cameraman for Fox, is in business for himself, with headquarters in the Peabody Building. . . . Sid Samson, Fox Buffalo manager, and W. J. Porterfield, staff photographer, Buffalo "Courier," planned a page in the rotogravure section on "How Talking Pictures Were made," with illustrations.

AN OPERATORS' STRIKE at the Mayfair Theatre, Buffalo, was the cause of that house going straight burlesque, dropping pictures entirely. . . . Strike settled. . . . Stanley Kozanowski, manager, Rivoli Theatre, Buffalo, ran two matinees, giving entire receipts to Old Folks' Home at Hamburg. . . . James Savage, Sono Art salesman, was fined 10 cents for parking on the sidewalk in North Collins during the period when the fair sex had charge of the town for a day. . . . Sol Edwards, circuit representative for World Wide, spent a few days with Daddy Brink, Educational manager. . . . Educational's May Drive certainly pleased Daddy Brink. . . . Ruth Rappaport, Warner Brothers' booker, is going over big with the date drive, which started April 17 and will finish May 28.

METRO-GOLDWYN-MAYER is staging a nationwide short-subject drive, starting May 15 and ending June 26. . . . Through the kind invitation of Metro and the courtesy of Charles Otto, manager, Erlanger Theatre, writer, was fortunate enough to see "Grand Hotel." . . . The Motion Picture Theatre Owners, State of New York, western zone, held their last meeting for this season Monday, May 2, in the Terrace Room, Hotel Statler. . . . J. H. Michael, chairman, announced that they will be resumed again in September.

GUY LOMBARDO and Burns and Allan are appearing in person at Shea's Buffalo. . . . Lombardo was tied in with the great apple blossom festival staged in Loekport. . . . He was taken to Loekport Saturday morning to crown the queen of the festival. . . . Mills Brothers appeared at the Buffalo and broke all records. . . . Conchita Monte-

## Rochester Aids Fight

With threat of Federal tax on dime theatre tickets, Rochester exhibitors got busy in effort to head off idea. A committee was formed, including Charles J. Raymond, Loew's Rochester; Harry Royster, Publix; Howard Carroll, Shine theatres; Al Kaufman, Capitol; Jay Golden, RKO, and William Tishkoff, representing the independents.

Theatre men declared that tax on low-priced tickets would close practically all neighborhood houses five nights a week and many of them entirely. This, they said, would deprive the poor of about their only entertainment.

negro also appeared on this same bill. . . . Theatre received a lot of publicity through tie-up in the form of co-operative displays.

STATION WBEN broadcast the "Trial of Vivian Ware." . . . Half hour program each day gave the picture a valuable bunch of advance publicity. . . . Herbie Koch, formerly organist, Saenger Theatre, New Orleans, has been appointed to succeed H. B. Murtagh at the Buffalo. . . . Emil Giffonello in acting in the capacity of advisory supervisor for the Shea community houses. . . . Members of the Secretary Hawkins Club, organization sponsored by the Buffalo "Evening News," held a party Saturday, May 21, in the Court Street Theatre, being entertained by Manager Jack Stevens.

WM. DOERBECKER, Shea art department, is the happiest guy in Buffalo. . . . Bill has adopted a baby and can't wait 'till he gets home each day. . . . I understand Bill has a record in these parts in the floor-walking sweepstakes. . . . Bailey Theatre is putting on stage attractions. . . . V. R. MeFaul, general manager, Shea, has been active in a campaign to eliminate threatened tax on admissions. . . . Bill Brereton, Shea publicity forces, is breaking in a new car. . . . Michael Shea is active in the activities of all the Shea theatres. . . . He is on the job from early in the morning until late at night.

## Two Capital District Fires

Erie Theatre, Schenectady, was gutted by fire May 19.

Loss has been placed at \$60,000.

Theatre is operated by the Farash Theatre Corporation and had been running as a double-feature second-run house.

A few days before fire destroyed Pearl Theatre, operated by Morris Silverman.

## Academy Robbed

Four thousand seven hundred dollars, representing week-end receipts of the theatres, was taken from the Academy of Music till over the week-end.

## Operators Meet

Movie industry will be particularly interested in the developments at the annual convention of the I. A. T. S. E. N. O. N. O. of the United States and Canada, Columbus, June 6.



Heard In

## 44TH STREET

Convention Spirit and  
Buxbaum Leads

THE CONVENTION SPIRIT is still rampant, or in the nature of a hangover. . . . The Paramount crew, Randel, Sweigert, Siegel and others, came back just about time to take part in the testimonial being given to Joe Unger. . . . Milt Kusell's testimonial still ranks as one of the best. . . . The Streimer Premium Company is now well located in its new quarters. . . . And the outfit looks to the summer as one of its best periods. . . . Moe Streamer is all enthused over the business "Scarface" is pulling in. . . . He screened it for the upstate exhibs in Albany not so long ago. . . . And attended the Tony Ryan testimonial dinner.

HERMAN GLUCKMAN, with his interest in the new Majestic Pictures, is getting his inde line-up set for next year. . . . He will have the Pizor shorts, a lot of foreigners and the Majestic crop as the bulk of his pictures. . . . And he may expand into other cities. . . . Between that exchange and First Division there won't be much stuff left for the state right outfits. . . . Considering, too, that the major producers will take anything that has value.

FOX'S FOLK, led by Harry Buxbaum, returned from the Fox convention, a few blocks away, all set to take Edgar Moss' honors away from him. . . . And another of those weeks has come around in Powers Return Week. . . . George Dillon, local exchange chief, is all het up over the possibilities. . . . It lasts until May 28. . . . Columbia's Phil Meyer, S. Trauner, J. Wenisch, J. Sokoloff, M. Fraum, A. Weissman, Jerry Herzog, I. Wormser, C. Penser, J. Becker and S. Schusell, according to the announcement, are attending the Columbia Atlantic City convention.

BOB WOLFF and the radio contingent have come back all set for a rip-roaring year with the new RKO product. . . . Salesman Wechsler won \$150 in a contest, while Bernie Kranze came back \$125 richer. . . . Which should make them very happy.

JOE VERGESSLICH is high man at present in the Warner Brothers six weeks' drive. . . . 90.4 per cent is the last report. . . . Somebody is going to get a \$500 prize when the May 30 date rolls around and it might as well be Joe. . . . Tiffany has scored with its "Strangers of the Evening" date at Paramount. . . . It made Arthur Greenblatt feel quite happy. . . . The Metroites high up in the Film Center Building don't know when their convention is to be, if there will be any at all. . . . But what difference does that make? . . . With "Grand Hotel" selling out, Messrs. Scully, Bowen, etc., have plenty to talk about.

### Westerns Still Click

The fast-riding, lean-faced, sombrero-clad cowboy—quick on the trigger and sure death to horse thieves—promises to continue his career on the screen. Westerns have not lost their thrill, judging by indications from the Hays national movie poll.

## 500 Expected at Dinner to Paramount District Head

More than half a thousand film men are expected to attend the testimonial to J. J. Unger, Paramount divisional chief, at the Hotel Astor, tonight (25).

Pre-dinner arrangements called for a big turnout of exchangemen, Paramounteers, film men and exhibitors, with many coming from nearby cities.

Recently Milt Kusell, Paramount state chief, was tendered a luncheon; the Harry H. Thomas testimonial broke all records, and the Unger dinner is expected to approach that mark.

## Spencer Leaves Syracuse as His Appeal Is Directed

First move by counsel to overturn the conviction of Perry Spencer, former managing director of Warners' Strand, Syracuse, on a charge of criminal libel, came with an appeal to County Judge William L. Barnum.

Twenty-four hours after the verdict, terms of which fined him \$100, with an alternative of 100 days in the penitentiary, Spencer left town. He is now believed managing in Philly.

Heard In

## SYRACUSE

Strand-RKO House Deal  
Believed Set

By I. S.

M. L. DICKINSON has resigned his post at the Palace, Oneonta, with Sidney Levine in his place. . . . R. M. Savage, from California, has been assigned to the Capitol, Oswego, with George Nichols, formerly manager, has gone to Little Falls, replacing Fred G. Alway, Rialto. . . . Despite Mayor Rolland B. Marvin's threatened ban on gangster pictures, Loew's State opened with "Scarface," May 27.

IN SPITE OF NO SIGNATURES on the dotted line, the reported RKO-Warner deal, whereby the Strand, here, becomes a Keith holding, bookings indicating that the matter is all but settled are being made. . . . Keith's is playing "Tenderfoot," Joe E. Brown's latest film for Warners, while the Strand has two Columbia pictures, formerly Keith contracted. . . . "Grand Hotel," booked into the Skouras Eckel, a regular 25-cent grind, failed to live up to its expectations. . . . Paramount here has decided on 25-cent Thursday midnight openings; heretofore the Eckel has had no opposition in this field. . . . Edward McBride, assistant manager for Loew's State, is at present handling road showings of "Grand Hotel" in Schenectady and Troy, while Miss Ruth Bolton, secretary to Harry Shaw, manager, pinch-hits for McBride.

HARRY SHAW told members of the Cinema Critics Club some of the joys and sorrows of managership at a recent meeting.

### "Escapade" Features Two Well-Known Stars



And the Gaiety, Broadway, is First Division's home for "Escapade," with Sally Blane and Anthony Bushell, as well as a host of other well-known players. It will be featured on the largest sign on Broadway.



# Bishop Charges Political Cut as Albany Okays Sunday

**Abe Stone Wonders Where Good Shows Are**

Legalized Sunday movies opened in Albany, May 15, following the signing by Mayor Thacher of an ordinance legalizing them by the Common Council by a vote of 15 to 1.

Previous to the signing the mayor held a hearing for the opposition and Bishop Gibbons, head of the Catholic diocese of Albany, and several priests appeared to oppose the ordinance. Bishop Gibbons charged that there was a "divvy" between the Albany Democratic organization, which controls the city, and the movie exhibitors; a charge which Mayor Thacher indignantly denied.

Several other organizations also opposed the ordinance, while labor unions and groups affiliated with the theatres favored it. Major Louis Lazar, Warner zone manager in Albany, spoke for the ordinance. C. H. Buckley, independent exhibitor and owner of Harmanus Bleecker Hall, the Leland and State Theatres, Albany, attended the hearing, but did not voice his well-known opposition to Sunday movies. Both the Warner and RKO organizations want seven-day pictures.

The ordinance permits RKO Palace Theatre to present a restricted vaudeville with a screen show. Albany theatres were open Sundays from January to March, when a percentage of the receipts was given to Mayor Thacher's unemployment fund. At this time receipts were not indicative to the popularity of Sunday movies, even if the mayor's percentage had not been deducted.

Abe Stone, exhibitor of the "Albany Eagle," neighborhood house, says:

"Sunday movies only create another problem for the exhibitor. The product today is getting so poor that it is hard enough to book enough good pictures for six days a week without having to worry about the seventh day."

## Cooling System Trailers

Every exhibitor who has a cooling system will undoubtedly be very much interested in the five styles of cooling system trailers which have been produced by National Screen Service.

Each of these is symbolic of coolness and contains effective copy calling attention to the theatre's cooling system and its advantages.

These trailers are cleverly animated and scored with music.

## Kingston \$1.50 "Hotel"

Load from flesh is being found too heavy to carry by some Hudson River houses, which are taking it off for the summer. Broadway, Kingston, Bert Gildersleeve, manager, closed the season with a splurge of ten acts the third week in May. Broadway now goes on a straight picture basis, with an initial try of \$1.50 top for "Grand Hotel."

## Connecticut Group Protests

The Connecticut M. P. T. O. has condemned the proposed new selling plans of United Artists and Metro as a death blow to the industry.

It says exclusive runs for certain types of pictures will cause irreparable harm and injury to the smaller first runs and neighborhood subsequents already in a precarious financial condition.

## Port Jervis Cuts

Strand and Ritz, Port Jervis, both under same management and without competition in the territory, which includes Tri-States, Cuddebackville and Matamoras, have cut prices to 35 cents top, with children 15 cents in the evening as well as afternoon.

## Port Jervis Open

Port Jervis houses are now giving Sunday shows at 2, 4 and 9 P. M. They are the only theatres in all Orange County permitted to open on Sunday.

Heard In

## HUDSON COUNTY

She Turns 27, But Who Cares?

By Ike

FOR FRIDAY, the 13th, Jim Lundy, of Loew's, photographed a Chester Hale girl pointing to a calendar page marked "Friday, the 13th," and holding a rabbit's foot. . . . Harry Warner recently visited the Stanley. . . . Ethel Oxley, day switchboard operator at the big Warner house, was replaced by Madge Kay while Ethel attended a convention. . . . Bob Deitch has a Belgian police pup, named Tiny. . . . Allan Glenn's Stanley press department has moved to the former executive quarters of WHOM. . . . Jack Mozart worked hard. . . . Kiwanis Club held its annual show, Kiwanis, at Loew's. . . . George Dumond was active. . . . Governor Moore took a leading part in the show. . . . Dick Liebert is learning contract bridge. . . . Don Albert led 80 musicians in a municipal concert. . . . The writer turned 27 May 10, if anyone cares. (Ed.: I do.). . . . Murray Stahl won \$1,000 in a Skouras eastern drive.

## "A Man's Land" Brings in Hoot Gibson



Hoot Gibson and Marian Shilling are featured in "A Man's Land," being distributed by First Division in the local territory. It is a rip-roaring tale of the wide open spaces.

## Manager Wants Connection

A live-wire theatre manager, a specialist in exploitation and booking, with a successful ten-year record of producing results under all conditions, desires a permanent connection in Eastern Pennsylvania or this district, thoroughly acquainted with those sections.

Box 100, The New York State Exhibitor



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Huddle"—Metro

Ramon Novarro, Madge Evans.

Don't let the football atmosphere fool you. Metro has delivered a gem of a programmer that ought to be worth lots in bringing back Novarro to the fore. Then, again, Madge Evans, who should be getting near stardom, is capable, and the Metro standard of production insures quality entertainment. Get the women in, despite the title, and the show is set.

Estimate: High rating programmer of its kind.

## "American Madness"—Columbia

Walter Huston, Kay Johnson, Constance Cummings.

Timely, first of its kind in the movies for quite a while, "Faith" is likely to start a new cycle. Columbia has contributed the story of a bank president who has built up structure through hard work and who sees it failing because of rumor mongers. The situation has been duplicated in many American communities, and the picture can get the endorsement of civic leaders and officials everywhere. Huston is at his best. This is an exploitation natural.

Estimate: Can be something big.

## "Thunder Below"—Para

Tallulah Bankhead, Charles Bickford, Paul Lukas, Eugene Pallette, Ralph Ford, Leslie Fenton, Edward Van Sloan.

Again the load given Bankhead is tremendous, so much so that it seems a pity that she doesn't get a vehicle suitable to her talents. In this she is at her best, but the story doesn't give too much help. Then, again, there is an unhappy ending, with the heroine passing on. Bankhead's own appeal may be able to hold this up.

Estimate: Class product, not too strong.

## "Dark Horse"—Warners

Warren William, Bette Davis, Guy Kibbee, Frank McHugh, Yvonne Osborne, Robert Warwick, Harry Holman, Charles Sellon.

Topical, and therefore of asset to the box office. With the election season coming on, and the air filled with political talk, there should be plenty with which to make "Dark Horse" become box office. Guy Kibbee and Warren William are best in the line-up, but the timely element will sell the show.

Estimate: Political and red hot.

## "Passport to Paradise"—Mayfair

Jack Mulhall, Blanche Mahaffey, Eddie Phillips, John Ince.

Not up to the usual Mayfair standard, but inasmuch as the other features from the company haven't been so bad, this may be excused. None too discriminating audiences won't be bothered.

Estimate: Under Mayfair's average.

## "New Morals for Old"—MGM

Robert Young, Margaret Leary, Lewis Stone, Laura Hope Crews, Myrna Loy, David Newell, Jean Hersholt.

Metro goes old-fashioned in this picture, with a tale of a family in which the younger generation is constantly battling with the old. In the end, as is generally the case, the two sides are united. Lewis Stone turns in a neat performance, and so does Laura Hope Crews. Family audiences will recognize the characters and, as a result, the picture is best suited to them.

Estimate: Metro programmer of average merit.

## "Week-end Marriage"—WB

Loretta Young, Norman Foster, Aline MacMahon, George Brent, Grant Mitchell, Yvonne Osborne, Roscoe Karns, Sheila Terry, J. Farrell MacDonald.

Aside from a healthy plug for "Blessed Event," coming from Warners soon, "Week-end Marriage" doesn't hold much in store for the box office. Another of the "Bad Girl," "Play Girl" school. A tale of a young couple who get started on the wrong foot, it will attract no more attention than most of the other similar stories now around. Too bad.

Estimate: Just hits an average.

## "Phantom Express"—F and S

William Collier, Jr., Sally Blane, J. Farrell MacDonald, Hobart Bosworth, Robert Ellis, Tom O'Brien, Eddie Phillips, David Rollins, Lina Basquette.

Emory Johnson is back with one of those exploitation specials that should make many a house manager's heart warm. The story is the same one about good old No. 101, and the same attention will be given it by audiences. In short, Johnson has produced a show that will garner its rightful share of returns.

Estimate: High rating railroad show.

## "Arm of the Law"—Monogram

Rex Bell, Marceline Day, Lina Basquette, Dorothy Revier, Bryant Washburn.

Typical Monogram pacemaker which should satisfy the audience. Mystery background in this. Title might be improved, as it sounds too much like the load of westerns coming through. Direction, fortunately, is crisp, and the result is satisfying.

Estimate: Nice inde show.

## "Roadhouse Murder"—Radio

Eric Linden, Dorothy Jordan, Bruce Sabot, Roscoe Ates, Purnell Pratt.

Typical programmer that may not mean so much at the box office. Linden isn't a strong name, and the title is similar to those of a lot of shows that have been around. Direction is up to standard, and audience interest is assured. Just one of the many pictures that slip by unnoticed.

Estimate: Repeat last line.

## "Congress Dances"—UA

Lilian Harvey, Lil Dagover, Conrad Veidt.

Nicely done, with a big cast, but it doesn't look like money at the box office. Reasons are apparent: no names with which to attract the local following and a costume story that doesn't lend itself to mass attraction. Too, the title doesn't mean a thing. Theatre owners who are swept away by the magnitude of the production will have plenty of time to think about it later, perhaps to their sorrow. In short, a splendid importation that probably won't be in the money.

Estimate: A lot of effort, but for what?

## "As You Desire Me"—MGM

Greta Garbo, Melvyn Douglas, Eric Von Stroheim, Owen Moore, Hedda Hopper, Albert Conti, William Ricciardi.

Here we find Garbo at her best, and this may be her last for Metro. As usual, the story is filled with sex, adult, moving. Garbo was never more alluring, which is just another way of saying that the picture is meant for the masses and the box office. "As You Desire Me," from Pirandello, is intriguing, a bit different, but in the long run Garbo's presence is shekel guarantee.

Estimate: Garbo at her best.

## "Forgotten Commandments"—Para

Sari Maritza, Gene Raymond, Margaret Churchill, Irving Pichel, Harry Beresford, Edward Van Sloan, Kent Taylor, Frankie Evans.

Here's "The Ten Commandments," remade, and not so satisfactory. It brings Sari Maritza to the fore and shows enough of her to indicate that she may be feature or star material later. The combination of old "Commandments" scenes and the new dialogue sequences is odd, and may not click. However, "Ten Commandments" was a showman's picture, so that may help. But remakes of this kind rarely go over.

Estimate: Doesn't look so good.

## "High Speed"—Columbia

Buck Jones, Loretta Sayers, Wallace MacDonald, Mickey McGuire, Pat O'Malley.

Not a western, but equipped with enough action to guarantee swiftly moving entertainment. Speedway background assures plenty of thrills.

Estimate: Nabes will be satisfied.

## "Riding Tornado"—Columbia

Tom McCoy, Shirley Grey, Wallace MacDonald, Russell Simpson, Montague Glass, Wheeler Oakman.

Typical horse stuff, with hard riding from Tim McCoy. Folks who go for the action dramas of the open spaces will be generally satisfied. It maintains a nice pace throughout.

Estimate: Average western.

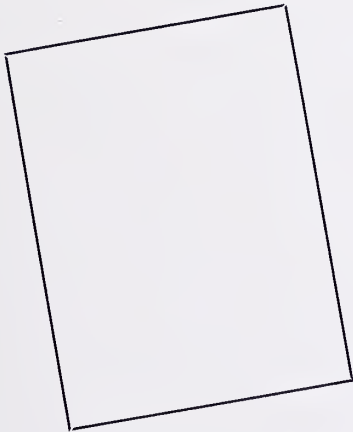


# WONDER WHAT AN INSIDE BACK PAGE THINKS ABOUT!

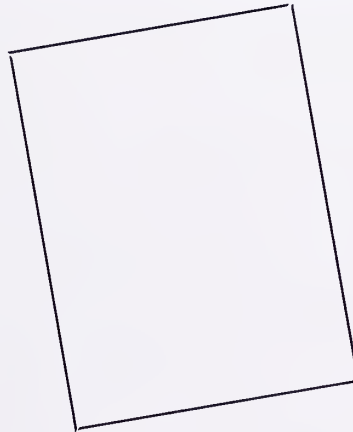
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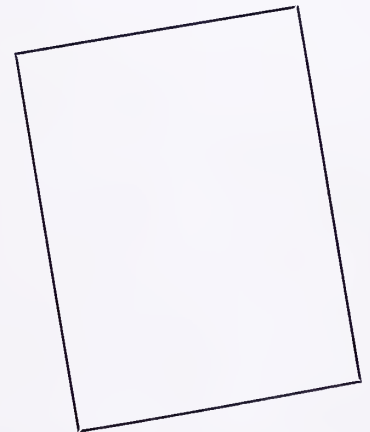
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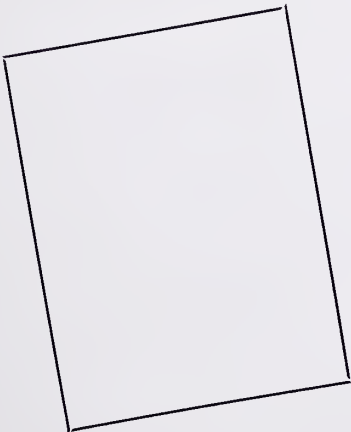
*Wonder who gets me next?  
I'm just aching to help  
someone say something.*



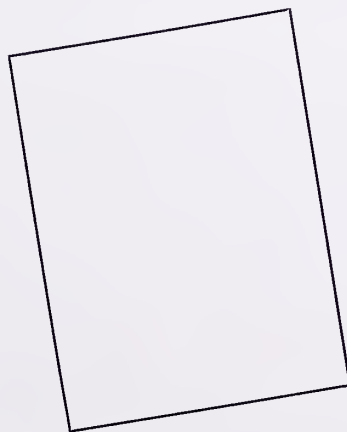
*Where are the good old  
days when I used to hurl  
myself at the reader?*



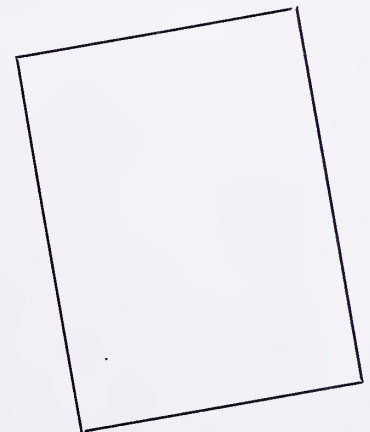
*Maybe they want me to  
blame my emptiness on  
the depression.*



*What a laugh. People still  
see pictures, and exhibitors  
still play them.*



*Well, if they don't think  
enough of their pictures to  
use me to help the exhibi-  
tor sell them, that's their  
lookout.*



*But it seems a shame to  
waste me when so many  
exhibitors see me each  
issue.*

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 from MOTION PICTURE  
 DAILY  
 May 17th

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Vol. 4—No. 19

NEW YORK, JUNE 10, 1932

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Jun10'32 pg. 3

HOT WEATHER

"THE BLONDE CAPTIVE"

FREAK SMASH  
TURNS SENSATIONAL  
HOT WEATHER BEST  
SELLER—YANKING  
'EM IN!





# The First Produced Book of Tiffany Thayer

## A BOX-OFFICE MESSAGE

ZASU PITTS  
THEODOR  
VON  
ELTZ

EUGENE  
PALLETTE  
LUCIAN  
LITTLEFIELD

We have just completed a picture called "STRANGERS OF THE EVENING" with a remarkable cast.

This picture is the greatest audience picture that has been produced in the past two years. It has the laughs of a Harold Lloyd comedy, it has the thrills of "Dracula," it has the mystery of "The Bat." These elements have never been more successfully combined with an original idea than by the foremost American author, Tiffany Thayer.

The writer has previewed "STRANGERS OF THE EVENING" in the West, at the Leimert Theatre, Los Angeles, Cal., and in the East at the Proctor's Theatre, Yonkers, New York, and if you don't believe this is one of the greatest audience pictures ever made, call up the Manager of either house.

Here's our answer for something new; something novel and entertaining. Don't turn your back on a box office picture. This business is suffering from "ordinary" pictures. Here's a picture that is unusual. Here is a picture that has the box office drag of the biggest of pictures.

Are you going to sit idly by, or are you going to grab "STRANGERS OF THE EVENING" and put it over for all it is worth? Be a showman—give your people something new. This is it. If there is a doubt in your mind after screening this picture, show it to an audience and let them decide. Nobody in this business is qualified to tell what the public wants today. Let your audience be their own judge. There are too many of us trying to figure out entertainment for the people and getting nowhere—the public know what they want and this is it.

*William S. Lee*

Jun 10 '32 pg. 4

Booked  
PARAMOUNT THEATRE  
NEW YORK  
Week of June 3rd

TULLY  
MARTHALL  
WARNER  
RICHMAN

FRANCIS JAYLES  
MIRIAM  
JEEGAR

HAROLD  
WALDRIDGE  
TOM  
WEST

# STRANGERS OF THE EVENING

Distributed by



# The New York State EXHIBITOR

Issued on the Tenth and Twenty-fifth by

**Emanuel-Goodwin Publications**

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Vol. 4, No. 19

June 10, 1932

## Rent Reduction

AS long as the producer-circuits exist, and there is no reason to believe that there will be a wholesale turning back of theatres until the shadow of receivership casts a pall, the chains should secure every bit of co-operation that might enable them to pull out of the financial mire in which they find themselves.

In all parts of the country landlords are being besieged by the real estate departments of the chains and independents asking for reductions in rent. The circuits point out that a saving is a necessity if the chains are to survive. Likewise, independent theatremen need all possible aid in this field. In practically all cases the theatres are securing the reductions, as deservedly they ought to.

It is unfortunate that in many cases the landlords who are being asked to cut the overhead are in little better circumstances themselves, but this should not deter the property holders from slashing the rents. If a chain of more than 500 theatres secures reductions, perhaps this saving alone might prove the item by which many employees of the houses will retain their posts.

In times like these, co-operation from all branches is a necessity. Regardless of whether or not the producer-circuits should survive, they should be given temporary assistance.

## Operators and Dimes

TURN the spotlight on the 10-cent-admission problem and the pointing finger will always stop at the operator department.

Why is it that the union will spend thousands picketing houses of representative exhibitors who are willing to pay a decent wage to the operators, and fail to use any pressure on the wildcat 10-cent operator who pays his non-union help just a small fraction of what the union would ask?

There are cases where a 10-cent house uses one operator, at about one-third the salary of one union operator, while directly across the street the chain or independent opposition must use two or three men in the booth at the union rate. Eventually, this will work against the union. Unless the unions decide to bring everybody in line, including this bootleg exhibitor, the square-shooting theatremen will make every attempt to secure a radical reduction from the union or else adopt an open-shop policy.

It places the blame squarely on the union's shoulders.

## New Protection Set-up

FROM the west reports come of a new scheme in protection plans. Houses that seem intent upon trying to sell everything but the feature, through use of double features, trick nights, giveaways, etc., would be penalized.

If, in a situation, there are two 25-cent houses, one using added sales inducements and the other just selling the program, the house without the added features would get the pictures ahead of the other. In that way, theatres using double features would be penalized in that matter.

From a brief glance, this would seem a logical way to deal with a situation which has developed into something serious.

The double-feature menace apparently is dying out in spots. Houses are beginning to realize that it all evens up eventually.

The major distributors are attempting to deal with the dual bill plan by barring use of their pictures with features of more than 4,000 feet in length. Through use of a protection plan designed to penalize the showman who wanted to give so very much for his patron's money, another curb may be designed.

## 5-5-5 Again

THERE is reason to believe that if exhibitors ask for it, they will be allowed to sign 5-5-5 contracts.

Because by governmental decree any concerted action on the subject is barred, it will probably be placed up to theatremen to decide, when they buy their product, which contract they wish to sign. In this manner, it is believed that there will be no conflict with the governmental decision.

It is to be hoped that this will eventually work out. Intelligent theatremen, who never wanted to see arbitration and the other virtues of a 5-5-5 contract dropped, will be certain to ask that their contracts be the ones specified at the Atlantic City meetings.

Theatremen should ask that their deal be made with that as a basis.

## New Plans

AT LEAST three "different" plans of selling pictures have been presented to exhibitors. Regardless of their names and their various angles, they all seem to agree on one salient feature: that the distributor garners the major share of return on the better pictures. There seems to be a tendency to place greater emphasis on the strong shows, disregarding the weak.

The exhibitor looks upon any new selling plan with suspicion. He has been handed new distribution ideas in the past. Unless these, through some manner, happen to increase his profits, he is hardly likely to open up his arms to them.





### Allied's New York Unit Completes Its Organization Program



At rear, left to right—Mr. and Mrs. Binkou, Messrs. Thornton, Kelly, Fred Warren, Sidney Samuelson, Jacob Kaplan, O. S. Hathaway, Jr. (director); T. W. Wisner, Sid Lehman, A. Stone (vice-president); Robert Goldblatt, Chester Didsbury (treasurer); H. E. Weber, Thomas Hopkins, J. M. Beck (president); Herman Sussman, A. Cooper, Vincent M. Trainor (director); J. J. Wilson and Sidney Cohen.

To right of table—Frank V. Walsh (secretary); Peter Bekeris (sergeant-at-arms); F. W. Relyea, H. H. Frieder, Joseph R. Singer (director); Kathryn Mottram, W. A. Lenhardt, W. H. Didsbury, Harry Friedman (director); Nathan Samuelson (attorney); M. Cohen and L. Kutcher.

To left of table—Philip Eisenberg, J. Gardner, W. F. Wilson, H. Grossman, Walter Suckno, F. X. Shay, M. S. Silverman (director), and J. Gardner.

## Allied Promises Plenty of Action at Atlantic City Eastern Group Meeting

### Preliminary Announcements Indicate All Evils of Industry Will Be Attacked—Samuelson and New Jersey Body Convene June 22-24—Plenty Doing

That Allied Jersey and Allied eastern meet at Atlantic City, June 22-24, at the St. Charles Hotel, shapes up as one of the more important exhibitor confabs of the season.

It is expected that representatives from practically all the Allied units, including the newly formed New York state body, will be present.

As usual, Sidney Samuelson, the sage of Newton, N. J., will be a guiding factor as president of the Jersey group and vice-president of the national body.

The familiar Allied "8 points" will be discussed, including obnoxious and unreasonable protection, unfair and unreasonable percentage, exceedingly poor quality of product, elimination of producers from exhibition end, legislation, block booking, double features, music tax and copyright protection bureaus.

In addition, there is talk that Allied Jersey, at least, stands ready to co-operate with inde producers if a good deal can be arranged.

The latest financial hookup Allied Jersey has arranged is in connection with a movie stamp hookup for theatres.

#### Park, Newburgh, Renovated

Park Theatre, Newburgh, Frank V. Walsh, manager, was completely renovated over a week-end, more than 50 men having been employed for 36 hours to avoid interference,

#### Heard In

**H**UDSON COUNTY  
Hinman-Schnitzer Nuptials  
and Stahl Congratulated

By Ike

FRANK HINMAN, assistant chief of service, Stanley, and Mildred Schnitzer were married on Friday, the 13th of May. . . . Assistant Manager Mickey Kippel and Artist Hollis Holland have been on the sick list. . . . Charlie Carroll is at the Skouras Audubon, New York. . . . Orient has adopted a lower price summer admission policy. . . . The space allotted to movie publicity in the four Hudson dailies has reached a new low. . . . Maurice Stahl is still being congratulated on that \$1,000 Skouras prize.

HERMANN STARR dropped in from New York. . . . Herman was former manager of the State. . . . Tom Walkden used to be a movie extra. . . . Fred Peirro has a new car. . . . Bob Deitch is practicing wrestling. . . . Frank Wohms has become an autograph collector. . . . Ethel Oxley has been made grand ruler of the Order of the Golden Sceptre. . . . The entire Stanley staff attended the first meeting of the Warner Club.

#### Laughter, Tears, Necking

To weep or not to weep—that is the question, it would seem, in the minds of many moviegoers. Laughter and tears run neck and neck in the national movie poll now being conducted by the organized industry, the preferences for comedy and tragedy being about equal in number.

#### Heard In

**U**NION COUNTY  
Plenty of Stunts During  
Warm Weather

By Ed

MANAGER BLUMENTHAL, Skouras' Liberty, Elizabeth, is luring folks by means of exploitation extraordinary. . . . His most recent stunt was the presentation of a "live baby" on the stage. . . . Holder of the winning ticket was presented with a live baby pig garbed in rompers, bonnet, etc. . . . Another strong bid by Blumenthal for local interest was his substituting the local dancing school in lieu of the regular routine.

HAROLD RICHLEY now assisting at Warner Brothers' Ritz. . . . Manager Kelley, Ritz, is planning a typewriting speed test and an old-fashioned spelling bee. . . . M. Spitzer Cohen, Warner's Regent, ballyhooed "Symphony of Six Million" in the local synagogues, Y. M. and Y. W. H. A. and all local Jewish clubs. . . . Cohen is also giving away electrical household equipment.



# New York State Allied Unit Growing Rapidly; Inde Theatremen Pledge Aid

## Jersey Tax Killed

When a host of business men appeared at a hearing to oppose the Jersey sales tax bill, the idea was dropped by both parties.

President Sidney Samuelson, New Jersey Allied group, headed a group of exhibitors who opposed the measure.

## Unger Testimonial One of This Territory's Biggest

### Throng Pays Respects to Paramount Divisional Chief

Nearly 500 exhibitors, film men and associates were present at the testimonial tendered to J. J. Unger, Paramount divisional chief, at the Hotel Astor, May 25.

Addresses were made by Felix Feist, George Schaefer, Lee Ochs, Rudy Sanders, Sam Dembow, Jr., Charlie O'Reilly, Phil Reisman and others.

Louis Nizer was again the capable toastmaster, marking up another neat accomplishment on his growing list.

A gold cigarette case was given to Unger by the committee.

On the dais were Leon Rosenblatt, Rudy Sanders, Charlie O'Reilly, Sam Dembow, Jr., Felix Feist, Louis Phillips, Lee Ochs, Louis Nizer, George Schaefer, Phil Reisman and Austin Keough.

### New Haverstraw House

Old Knights of Columbus building, Haverstraw, idle for several months following its sale at auction, has been acquired by the Nistra Amusement Corporation, Concy Island.

### Open-Air House

White Plains Road gets a 1,200-seat open-air theatre, June 15, when the Community opens. Max Cohen, formerly of the M. and S. circuit, may arrange for a permanent house if the summer proposition clicks. RCA wired, it will seat 1,200.

### Load of V-P's

One of the offside laughs at the Unger dinner came when one of the executives present told a friend (another executive) of hopping a train from the coast to the east, and the friend said he had just shipped a carload of RKO vice-presidents back home.

## First Meeting Finds Body Joining National Association — Samuelson Active — Beck, Stone, Walsh, Didsbury, Bekeros, Frieder Lead

The new New York State Allied unit has organized, elected officers and has joined the national Allied States body.

Thus, in the course of a few weeks exhibitors of the mid-state district have accomplished more than a previous movement which came to naught after months of wrangling. The fact that Albany exhibitors, who tried their utmost to form a body months ago, have actively participated in the new Allied unit indicates that the exhibitors are sincere in their desire to formulate a group that can help them.

At a well attended and enthusiastic meeting of independent theatre owners, held in the Hotel Washington, Newburgh, June 1, organization of the newly chartered Allied Theatre Owners of New York, Inc., was completed, articles of incorporation were endorsed, officers were elected, and plans were made for co-operation with other allied groups.

This is the first time independent motion picture exhibitors of the Empire State have been organized.

Following officers were elected: President, J. M. Beck, Liberty; vice-president, Abe Stone, Albany; secretary, Frank V. Walsh, Newburgh; treasurer, Chester Didsbury, Walden; sergeant-at-arms, P. D. Bekeros, Highland Falls; chairman of the board, H. Frieder, Hudson.

Directors—W. C. Smalley, Cooperstown; J. Singer, Peekskill; O. S. Hathaway, Middletown; Vincent M. Trainor, Suffern; M. S. Silverman, Schenectady; P. Eisenberg, Wappingers Falls; Harry Friedman, Newburgh; H. Sussman, Pleasantville.

Meeting was opened by Vincent M. Trainor, Lafayette, Suffern, chairman of the organization committee, who explained the preliminary work.

After talks by several managers on the situation confronting independent theatres and on the need of co-operation, articles of incorporation, as filed with the charter, were approved by unanimous vote.

A proposed constitution met with general approval.

The president is empowered to appoint a committee of five to complete the constitution.

One of the matters yet to be settled is the scope of membership. The membership

will, of course, be limited strictly to independents.

While the Newburgh meeting was statewide in its scope, attendance was limited to the Hudson Valley, capital and adjacent districts. It is planned to hold regional meetings in other districts, such as the Southern Tier, Syracuse and Utica, Rochester and Buffalo.

Immediate objective of the new Allied unit has to do with the economic situation, the tax threat in Washington, and the restriction of output by distributors.

Among those in attendance was Sidney E. Samuelson, of Newton, N. J., president of the Allied Theatre Owners of New Jersey and vice-president of the Allied States Association of Motion Picture Exhibitors, who has been most helpful in organizing the New York State unit. He invited those present to attend the eastern regional conference in Atlantic City, June 22 to 24, and it was indicated that New York would be strongly represented in the conference.

With the organization of New York, 36 states are now in the allied fold, and there are 24 regional units.

Primary purpose of the body is to promote good will and advance the interests of independent exhibitors, and to bring about co-operation and amity in all branches of the industry.

It is stated to be the intention of the association to endeavor to procure the production and distribution of films of better quality and higher tone, entertaining, and not offensive either to good taste or morals.

It is proposed to disseminate information among members on matters affecting their welfare and relating to the improvement of conditions in the industry.

The association will combat adverse legislation and work for favorable legislation; it will encourage the production and showing of educational films, and throughout it promises to keep the best interests of the public in view.

Arrangements for the Newburgh meeting were in charge of Frank V. Walsh, Park, Newburgh, who was tendered a vote of thanks on his splendid efforts to make the delegates feel at home and to enable them expeditiously to attend to the business that brought them together. A telegram was sent to Waldron, member of the organization committee, who was sick in the hospital.

After a thorough discussion, it was decided by unanimous vote that New York should join the Allied States Association of Motion Picture Exhibitors.

Among those present were Messrs. Relyea, Monroe; Wisner, Warwick; Grossman, Hudson; Suckno, Albany; Stone, Albany; Didsbury, Walden; Beck, Liberty; Cohen, Monticello; Friedman, Newburgh; Eisenberg, Wappingers Falls; Hathaway, Middletown; Goldblatt, Tarrytown; Frieder, Hudson; Shay, Schenectady; Silverman, Schenectady; Gardner, Schenectady; Wilson, Troy; Lenhardt, Tockahoe, Singer, Peekskill; Sussman, Pleasantville; Lehman, Hastings; Kaplan, Fallsburgh; Cohen, Jeffersonville; Kutcher, Monticello; Eilson Brothers, Troy; Cooper, Pearl River; Bekeros, Highland Falls; Trainor, Suffern; Weber, Liberty; Hopkinson, Spring Valley; Frank V. Walsh, Newburgh, and Mrs. Mottram, Yonkers.

In addition, visitors included Mr. and Mrs. Binkov, Union City, N. J.; N. H. Samuelson, New York; Kelly, Palisades, N. J.; Warren, Princeton, N. J.; Nedbury, Ashbury Park, N. J., and Sidney E. Samuelson, Newton, N. J.

### New Northport House

Northport, L. I., gets a new house when the new theatre to replace that destroyed by fire opens in early fall. Morris Markowitz will operate. Theatre will seat 750.

### Ennis at Roxy

Bert Ennis is the new director of public relations for the Roxy Theatre.

Ennis was recently director of publicity and advertising and exploitation for Columbia Pictures Corporation.

### Manager Implicated

Ex-manager Weiller, Victory Theatre, Bayside West, L. I., has been arrested in connection with discrepancies in accounts which appeared after the theatre, formerly operated by Bossert Lumber Company, was taken over by C. A. Cohen, who has operated several theatres in the east.

### Scalisi Opens One

Anthony Scalisi is reopening the Ronson Theatre, Newark, closed for many years.



Columbia's Contingent Gets Together at Atlantic City



And the executives and sales force of the company pose for this picture between sessions devoted to discussion of product. Find your territorial Columbia contingent in this group.

Heard In

NEWBURGH
Doubles Grow and New State Cuts

RITZ AND STRAND, Port Jervis, under same management, have gone in for double features. . . . Playhouse, Cold Springs, opened its doors for benefit of Phillipstown Bicentennial Commission.

COMMUNITY THEATRE, Poughkeepsie, has decided to move from its quarters in the old Dutchess Theatre to Vassar Institute. . . . Frank Swift has been dropped as art director. . . . New State, Newburgh, has cut prices to 40 cents top for combined vaudeville and pictures, meeting the figure of local Publix houses

VALLEY THEATRE, Spring Valley, holds out to patrons assurance of parking space for 400 cars at rear.

Heard In

PATERSON
Costa Gets Ridgewood Warner Job

By Jim

FRANK COSTA has been named manager of the new Warner Theatre, Ridgewood. . . . Costa is a Ridgewood man. . . . He has been manager of the Playhouse for the past four years.

PROSPECT PARK is to have a series of educational motion pictures in its schools. . . . Showing of the films marks the entry of the Prospect Park schools into a division of visual education. . . . Meyer Phillips, Regent, has a pet parrot.

MEL ACKERMAN, who gladdens the Garden with his manly form, handsome face and dulcet voice, is deeply interested in aborigiculture. . . . Contest for the most popular girl who is to be hostess at the opening of the Warner Brothers' Ridgewood Theatre, is creating exceptional interest. . . . J. Edward Helwig, manager, Rivoli, says hot

weather, cold weather, or just plain medium, is nothing in his bright young life. . . . Since the interior of the United States has been done in Oriental effect, Irving Liner, manager, declares that he has developed an appetite for dates. . . . Meyer Phillips,

Regent, denies that he is to lead a bride to the altar. . . . Frank Hall, manager, Fabian, has been somewhat indisposed. . . . Jack Ginzbourg, Majestic, says that despite the hot weather love's young dream flourishes as greatly as ever.

List Grievances of Allied Exhib Folk

Those identified with the new allied organization in New York State say that independent producers have a long and growing list of grievances. They say that unless a strong organization is built up, the smaller houses will be forced out of business.

One Hudson River manager is quoted: "The producers have the whip-hand. If they do not get the exhibitor on one point, they get him on another. If the exhibitor expresses surprise, his attention is called to some fine print in his contract which he probably never read and certainly never realized the import of."

Difficulty is reported in getting films on schedule. One manager told of having dispatched an employee over 150 miles to get a print on time. "Availability" is said to be a very elastic phrase.

Still another manager cited a new grievance in a proposal to compel exhibitors to return the smaller lithograph sheets and cards after use. "We pay for this advertising matter in full, and pay well," he said. "Under the new plan, we are to continue to pay as much as ever, but instead of effecting a purchase, we merely obtain rental of the lithographs."



Here are the press folk and members of the AMPA who were tendered a luncheon by First Division and the Roxy in conjunction with the opening of "Monte Carlo Madness" at the Roxy.





*Simplex-Acme*  
 COMPLETE  
 SOUND-ON-FILM  
 UNIT

—the  
**PROJECTOR**  
*you have waited for*

**FEATURING—**

- A built-in Reflector Arc Lamp of latest type and ample capacity for screen distances up to 150 feet. A perfect optical alignment.
- R.C.A. Sound Reproducing Assembly of latest design, built-in; rugged in construction, rigidly mounted and compact in arrangement.
- Entire projector consists of separate assemblies, any one of which may be readily removed without disturbance to other parts.
- New, scientifically perfected lubricating system insures positive oiling of all rotating parts. *Simplex engineering throughout.*
- Compactness; sturdy construction. Entire mechanism simplified and refined — a sound projection equipment that meets the requirements of today.

Mail This Coupon to National Office Nearest You

National Theatre Supply Company:

Send full details about the new Simplex-Acme unit, with prices and terms. We are now using

\_\_\_\_\_ projectors with \_\_\_\_\_  
 (make) (make)  
 sound equipment. Our throw is \_\_\_\_\_ feet.

Theatre \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Signed \_\_\_\_\_

This new Simplex-Acme Projector and Sound Reproducer is our response to a nation-wide demand for thrift in theatre operation. Here is a complete sound-on-film projection unit—the first to be offered at reasonable initial cost. It brings other outstanding economies, such as low cost for operation, minimum expense for upkeep and no established service charges for maintenance. For every theatre, except the very largest, the Simplex-Acme offers, besides economy, a remarkable improvement in perfectly synchronized projection and sound reproduction. A compactly designed, scientifically balanced complete unit that operates with far greater precision and smoothness than is possible with individual sound assemblies attached to regulation silent film projectors. This is your opportunity to replace your old projectors and sound attachments with the latest development of The International Projector Corporation and R.C.A. — the finest equipment ever offered and *at a price you can afford to pay!* . . . We are now ready to demonstrate this remarkable unit. *The Coupon* will bring you full information and a most attractive proposition. *Mail it now.*

*National*  
**THEATRE SUPPLY COMPANY**

1560 BROADWAY  
 NEW YORK CITY



500 PEARL STREET  
 BUFFALO



### Sauber in Albany



Nate Sauber

Has succeeded Al Herman as manager of the Universal exchange in Albany, Herman having been transferred to Boston. Herman was given a handsome gift by his brother managers when he left Albany.

Sauber was formerly exchange manager for Universal in Washington and also salesman. He has been with Universal for several years.

### Heard In

**CROSSTOWN**  
Flavin Enters the Benedict Ranks—Heymann Also

HERE IS THE LINE-UP of RKO theatre supervisors in the territory: . . . Charlie MacDonald has the Mayfair, Palace, Jefferson, Cameo, Colonial, 81st Street and Albee; Madison, Fenmore, Richmond Hill and Flushing in Brooklyn and Long Island. . . . H. R. Emde supervises the 58th Street, 86th Street, Chester, Coliseum, Fordham in town. . . . Also the Newark, Newark, and the Westchester houses. . . . Joe Lee takes care of the Bushwick, Dyker, Greenpoint, Orpheum, Prospect, Shore Road, Tilyou, Brooklyn, and the Park, Columbia, Strand, Central in the Rockaways. . . . Lou Goldberg has the Hamilton, Royal, Franklin, Park Lane, Hippodrome, Regent, 23rd Street and 125th Street in town. . . . Harry Federman is now at the Chester. . . . Sam Goldblatt is at the Park Lane.

**BROADWAY LOOKED** First Divisionish when "Monte Carlo Madness" played the Roxy. . . . The triple-bill question will be decided in Jersey, too, it seems. . . . Again, the opinion seems to be that if some houses give two features and no one squawks, why not three? . . . The double idea doesn't seem to bring complaints. . . . Harry Kosch remains as receiver for the Roxy. . . . First Division has acquired another Sherlock Holmes feature for the new season. . . . "The Sign of the Four" has Arthur Wontner in the cast. . . . It will be released soon. . . . Meanwhile, its Broadway home, after run of "Escapade," gives prominence to "They Never Come Back."

BILL WILKERSON gave Messrs. Frisch and Rinzler quite a plug in his HOLLYWOOD REPORTER, saying the old inde

maestros were making dough while a lot of big chains weren't. . . . It looks as if the trouble between the local operators and stagehands locals would have to wait until the annual June 6 Columbus union convention. . . . Meanwhile 306 plans to appeal that last decision that went against them.

A RECEIVER has been appointed for the Fox Metropolitan Playhouses, or what is left of them. . . . Petitioner is Henry Spits, Paterson, N. J. . . . And nobody has anything to complain of. . . . The Roxy gave two weeks' notice last week-end, which Prexy Kosch declared had to be done to protect the interests of the house. . . . Don't forget the "Film Daily" golf tourney, June 22. . . . A lot of the boys are going over to Pop Korson's testimonial in Philly, June 15.

TED LEAPER is out of the local Paramount. . . . L. H. Dally replaces. . . . Monogram is undergoing one of those drives. . . . World Wide is going to hold a series of territorial sales and manager meetings. . . . Jack Hattam now has seven houses in his string. . . . Al Sherman and Ed Finney's play will be called "C. O. D." . . . Already they have turned down an offer. . . . It was given on condition that they burn up the play before it ever has a chance of being produced.

SCALISI INTERESTS have departed from the De Luxe, Newark, N. J. . . . John H. Crinnion is now the sole operator of the Pioneer, Brooklyn, Cahill having departed. . . . The old Grand Palace, Newark, becomes the Station when it reopens, July 15. . . . C. L. Fleissner is treasurer of the presiding company.

E. SLOANE has the St. Cloud, Washington, N. J. . . . Queen Theatre, Bogota, N. J., is closing. . . . Bay Theatre, Hampton, will be reopened by H. E. Nugent for the summer. . . . Sam Sonin is reopening his Long Beach house.

**THEATRES CLOSED** include Greeley, which used to be a Loew possession before it went inde. . . . Jerome, Richmond Hill, L. I.; Mattawan, Mattawan, N. J. . . . On part time is the New Madison, which is trying a Saturday-Sunday policy during the hot spell. . . . The Palace, Morristown, N. J., is attempting a one-day policy, now being wired.

FRENCHTOWN, N. J.'s new theatre will open shortly. . . . House seats 400 and will light up July 1. . . . M. H. Markowitz, who had the theatre in Northport before it burnt to the ground, now has the Huntington house in Long Island. . . . As of July 1. . . . M. Wissner opens his Greenwood Lake possession June 15. . . . A lot of houses are reopening for the summer. . . . The Decatur, Brooklyn, changed ownership recently. . . . I. Tauster now has the Melrose, Bronx. . . . Harry Brandt expects to reopen the Cosmopolitan in the fall. . . . Paramount, Brooklyn, now has free parking.

FOX LOSS of \$1,922,627.78 for the first quarter was not entirely unexpected. . . . M. J. Kandel is getting his Prosperity Eight line-up from Ideal set. . . . The Hippodrome has closed. . . . Incidentally, RKO has a plenty headache on its hands with the Palace, Mayfair, Hip and Radio City opening in the fall. . . . Protest over the Brooklyn tripling of features by RKO theatres led to a discontinuance of the practice by Harold B. Franklin. . . . Fox, Brooklyn, changed its mind about closing and will continue. . . . Arthur Mayer is co-ordinating

### Very, Very Busy



Sidney Samuelson

The sage of Newton, N. J., is busy these days what with his duties as president of the Allied Jersey unit, vice-president of the national Allied group, and assistant in the organization of the New York Allied unit. He is expected to be one of the leads in the Atlantic City convention of eastern Allied units as well as the Jersey contingent, June 22-24.

the Publix Theatre and film ad departments. . . . Melvin Heymann recently married Miss Cecil Gansler. . . . Former is an MGM man. . . . Charlie MacDonald is back with RKO.

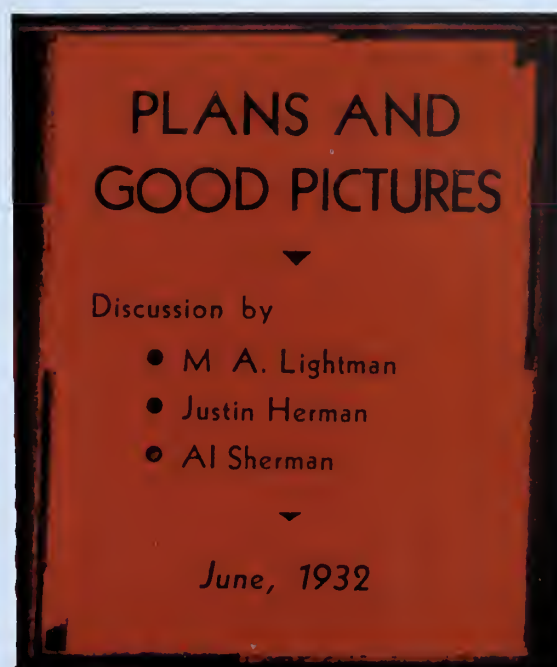
HAROLD FLAVIN and Helen McCormick became Mr. and Mrs. last week. . . . Both are connected with Mayfair Pictures. . . . Walter Eberhardt's new novel "Dagger in the Dark" is pretty good. . . . That "Love Is a Racket" preview at Rian James' apartment turned out to be quite a party. . . . The 1932 Motion Picture Baseball League is on full blast.

### Albany Sundays Off

Albany has had legalized Sunday movies for three weeks and exhibitors are divided in their opinions as to the success of the day. Business was only fair the first Sunday, but improved slightly.

Strong opposition of Bishop Gibbons, of the Albany Catholic diocese, resulted in the circulation of a list in all his churches, the signers to reaffirm the fact that he was their spiritual leader in voicing this position. The circular did not forbid attendance at Sunday movies or ask anyone to stay away, but it is believed to have had a strong influence in keeping many Catholics away from Albany theatres on Sunday. It is not believed that a real test of the drawing power will come until fall, when daylight saving and summer attractions will be over.





A MONTHLY FEATURE  
OF  
EMANUEL - GOODWIN PUBLICATIONS

## New Plans for Old

By Al Sherman

Motion Picture Editor

"The Morning Telegraph"

BEING A SADIST at heart, I chuckle and chortle every time someone bellows forth a pained and anguished tale of diminishing box-office receipts, passed dividends and other woes. Every time I go to a Motion Picture Club Forum and listen to some well-meaning but harassed individual try to explain what's wrong with the film industry, I let forth a howl of laughter. And when press notices, as lugubrious as a black-bordered announcement, are placed on my desk, I smile in happy contentment.

I SHOW SIGNS of enjoyment because, actually, I'm getting sick and tired of hearing all that bunk. I know that if I laugh in the faces of the pessimists, it's because it's an assured method of inflicting pain on these self-centered and bemoaning individuals.

THIS ISN'T INTENDED to be a Pollyanna tale. You've listened too often to

hoocy about the silver cloud, while the corner around which prosperity is lurking is just a campaign speech gotten up by Hoover hopefuls. But there's one thing certain—a lot of these gentlemen who beat their breasts and tear their hair are spending too much time moaning and not enough time working.

I'VE SEEN theatre owners stand by and let a circuit house get away with murder, solely because the independent was too busy crying out his woes to the passerby. I've listened to well-meaning, but misguided film executives sound out hopeful plans for a cinematic Utopia, while they indulge in cuthroat tactics that is spelling ruin for them in more ways than one.

I've seen producers, theatre owners, exchange men play right into the hands of the censors and into bankruptcy courts without even putting up a fight—simply because they believe it's just the thing to do these days. It's fashionable to be bankrupt, if you're to judge by the number of yaps who form in line at the Federal courts these mornings.

THE OTHER DAY, at a Motion Picture Club Forum, I listened to Al Lichtman, vice-president and general sales manager for United Artists, expound a beautiful hope of an exhibitor's dream. Mr. Lichtman, who is an able executive, a fine fellow, a brilliant raconteur and a splendid business man, wished for the day to come when "first-class" pictures will be shown in first-class theatres only; Class B pictures in Class B theatres and so on down the line. I know that Mr. Lichtman had the germ of an idea in his mind—but that he did get

In which a critic gives his analysis of the current trend in the industry.

into a maze in trying to express it. But I am certain that in other times Mr. Lichtman would be the first to dismiss such a plan as the wishful hope of some impractical dreamer.

THE VERY DIFFICULTIES in the path of Mr. Lichtman's plan should have warned him of its impracticalities. Human nature, ever eager to assert itself to the disadvantage of its fellow man, would be one stumbling block. Would you admit that your theatre is not worthy of Class A pictures, while Joe Glutz's theatre is? I thought not.

Instead of trying to evolve some method whereby exhibitors may be permitted to show United Artists pictures at a profit for themselves and, of course, for the film company, Mr. Lichtman devotes his valuable time and energy to expounding Utopian plans to his brother-executives in the hallowed precincts of the Motion Picture Club. Is it any wonder that I get in a quiet chuckle?

(Continued on page "H")



# Don't Blame Bad Business on Bad Pictures

says Justin Herman

## —It's the Good Pictures That Are Causing All the Trouble

AT INTERVALS ever since the movies sprouted out of their store show period, various voices have been raised in complaint of bad pictures. Exhibitors have been the most chronic yowlers. Less frequently, but more eloquently, perhaps, have spoken up the professional critics of the cinema, while from time to time murmurs of discontent with the Hollywood celluloid output have been detected by film folk whose ears are attuned to the faint, yet important, sounds emanating from the throats of American screen fans.

ESPECIALLY IN PERIODS of business distress such as the one in which we are now struggling are these protests and disparaging comments likely to be loudest, most insistent and accepted most seriously. The erstwhile spendthrift public is less apt during these times to part with its pennies as it was when pennies were more plentiful, and, as a result, it shops around for its entertainment and frequently, instead of choosing the more inviting of two not particularly attractive pictures, chooses neither.

THUS THE NATION'S BOX OFFICES evolve into lounging rooms for lady cashiers, exhibitors' faces grow long, exchangemen post confidential and apprehensive letters to California and New York, and everyone not only has the idea, but verbally tells everyone else that the root of the entire depression—so far as the picture industry is concerned—lies in bad films.

So panic-stricken does an industry become when profits diminish and balances shrink that even the wildest rumors bearing upon the reason for loss of trade are seriously discussed in executive conferences, and more plausible reports along the same lines are all too frequently accepted at their face value with little effort made to ascertain whether or not there is any fundamental truth in them.

IN TIMES OF STRESS in the picture business, the product itself has usually been the scapegoat upon which is hung the blame for all misfortunes and ills, and this is the prevailing situation today. From public, critics, exhibitors and distributors the product takes the rap. The consensus of opinion seems to be that the present grade of celluloid entertainment ground out on East and West Coasts is not only low, but is one of the principal causes of unoccupied theatre seats and rusting turnstiles.

I DO NOT AGREE.

PRECISELY what the insect in the movie ointment is I cannot make any claim of knowing. A calm observer might be led to suspect that it is probably the



Justin Herman

depression and the general lethargy and lack of enthusiasm currently being exhibited by the public, or that portion of the public which is still capable of exhibiting anything. But, assuredly, it can't be the pictures. In my humble estimation, present-day pictures, in the aggregate, are the best that have ever been produced.

IT MUST BE BORNE IN MIND that without a "best" we would be unable to ascertain or fix an "average." If we were not familiar with the drawings and sculpture of Michael Angelo and other salient figures in the realm of art, we would possibly harbor the notion that the cartoonist who draws the Lifebuoy ads in the newspapers is a great draughtsman and thoughtful depicter of human emotions. Had there never been a Philip Barry, an Elmer Rice, a Eugene O'Neill—*Vanity Fair* might today be heralding Anne Nichols as a gifted and noteworthy American playwright.

DURING THE PAST TWO OR THREE YEARS Hollywood has turned out a sufficient number of exceptional films to raise considerably the standard of screen fare prevailing when "Lights of New York" broke house records, and thus today's ordinary program pictures—better entertainment by far than kindred releases of 1927, 1928 and 1929—suffer when compared with their especially outstanding contemporaries.

I dropped in to see "The Big Parade" again not long ago. It was being revived at one of the downtown houses in Philadelphia. Anyone who complains about Hollywood's 1932 product should be treated to a screening of this hit of only a few seasons back. "The Big Parade," big in its day, is already an antique insofar as action, acting and technical details are concerned, so great has been the industry's progress since the first Vitaphone shorts—and the same holds true for "Ben Hur," another of yesterday's large grossers.

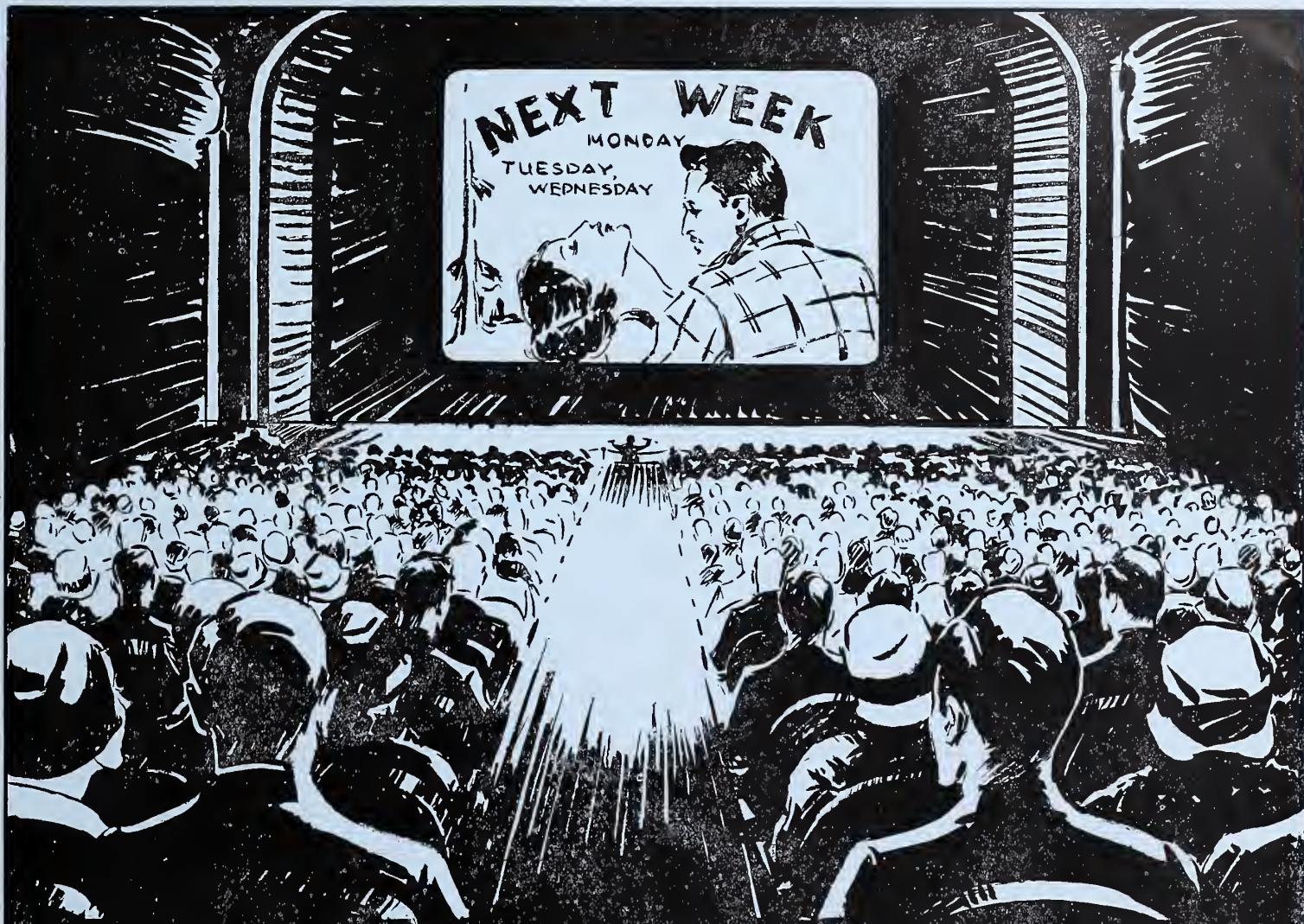
PARAMOUNT'S "THE MAN I KILLED," had it been produced three years ago, would have marked a milestone in motion picture history. Today it is just another release. The fact that this is so should not influence any criticism of "The Man I Killed." Intrinsically, regardless of when it was produced, it is first-rate cinema, but, unfortunately for the box office, first-rate cinema in this highly critical age slips to second-rate in the estimation of trade and lay publics who have been spoiled by a not-so-infrequent-as-one-imagines succession of extraordinary releases.

HOLLYWOOD, it seems, has been too clever and lavish for its own good. It filmed a "Public Enemy" and all other gang pictures were forced to undergo comparison. It produced "The Cocoanuts" and "Animal Crackers," and the common run of screen comedians have become, for the rest of their lives, drab puppets. It issued forth musical shows so elaborate that they

(Continued on page "F")

**A writer whose comments in YOUR THEATRE have attracted considerable attention argues that because the standard set has been so high, films which ordinarily might be considered above average seem to be of mediocre quality. It is a theory that is new and understandable.**





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# Give Us Good Pictures

by

**M. A. Lightman**

**President**

**Motion Picture Theatre Owners  
of America**

IT IS INDEED a great honor to be invited to address this group representing, as it does, the mind and the soul of our great industry and the vision of its artistic future. Through the motion picture, you are developing a great force and are securing rightful recognition for this new type of creative art.

THE MOTION PICTURE BUSINESS intrigues everyone. It has a tremendous influence. Your responsibility is enormous and surely we in the other branches of this great industry can't expect you people in Hollywood to bear it alone. This Academy is a wonderful symbol of your recognition of this obligation and its sincerity and the ideals which have permeated your group have had a sympathetic response throughout the nation.

I WELCOME this opportunity to meet with you. I am eager to learn more about the many perplexing problems that confront you. In my various contacts with exhibitor organizations, I frequently meet with questions pertaining to Hollywood and generally they are of a derogatory nature. In most instances they are wholly unwarranted and without sustaining facts. This will afford me the opportunity for a liberal education. I hope to leave here with a much better conception of the part that you play in our great industry. In the same spirit, I shall invite you to visit with me to the lobby of one of my theatres on Main Street in a small Arkansas town or to one of them in more cosmopolitan Memphis, Tenn. I want you to listen to some of the people as they come out of the theatre and hear their comments. Surely this is a fair cross-section of our theatregoing public. It would be presumptuous on my part, to say the least, were I to assume that I could come before you and tell you how to run this business—how to make all box-office attractions—exactly what the fickle public wants—and how it should be done—indeed if I were able to do that I would apply for the jobs of Ernst Lubitsch, Conrad Nagel and Sidney Kent all at once. But I think it quite reasonable to assume that a progressive exhibitor does have the advantage of studying his audiences and that should qualify him to at least attempt to analyze the different audience reactions. Getting their points of view should be of some value.

OUR INDUSTRY is just outgrowing its infancy. As a child develops its sense of taste, sight, hearing, touch by groping, handling, experimenting, so has the M. P. Business struggled with its development until it has outgrown the category of "amusement" business and is now trying

to establish its rightful place in the cultural and educational world. Our screens afford the greatest known force on earth for moulding opinions by means of interchanges of world customs and thoughts and disseminating ideas to the masses which heretofore were confined to the classes. American pictures are increasingly popular in foreign countries and some foreign pictures are finding more and more favor in this country, thus making the whole world akin, thus acquainting us all with the customs, thoughts and habits of one another whether here or across the water. All things artistic have developed through trials, disappointments, suffering, errors. How many artists struggled and died before Raphael or da Vinci gave art to the world? How many mediocre statues were made between the time when Phidias glorified ancient Greece and Rodin carved "The Thinker?"

LITERATURE, ART, MUSIC, SCULPTURE, in fact all have a tradition reaching back into the centuries. The legitimate drama, recognized as one of the best established of the arts, has the advantage of an ancient lineage. Their mediums have become stable. No longer must the sculptor quarry his own stone nor the painter mix his own colors nor the musician perfect his own instrument, but the motion picture industry has had in a brief 25 years to do all of these things. It has no background nor tradition. It has had to develop its own mediums, its technique, its standards and all three have been subject to violent changes. I daresay that no other industry has made such tremendous progress in so brief a time, but now the time

has come when all of these powerful forces must be shaped to meet the desires of a public that has grown tired of just sound, of wise-cracks, of sophisticated vulgarity. Certainly I do not want to infer that all pictures have been limited to these types, but we have reached the place where the public has wearied of them.

WHAT THE PUBLIC WANTS TODAY is sincerity—not necessarily brutal naturalism, but not sentimental trash. It wants human stories told sincerely and artistically, directed by strong, honest forces that can feel and live the parts of all the characters and can thus inspire convincing interpretations. Heretofore you have been required to grind out films, so many feet of celluloid per year—600, 700, 800 features—working on definite numerical schedules—strictly a commercial yardstick to measure art, temperament, genius. A sculptor interprets his emotions when he is inspired. A composer or author works only when in the proper mood and so it is with all other creators of art, but a motion picture director is told to grind out 40, 50, even 70 features per year, so many per month with mathematical precision—numerical exactness in wholesale quantities.

I CONTENTEND THAT WE ARE GEARED UP ALL WRONG. The statement that I am about to make may bring the "wrath of the Gods" upon my head, but I firmly believe that that system should be changed. I believe that it is quality and not quantity that we must have if we are to attain our position as an artistic and educational force in the world. There is no further place for mediocre pictures.

**In his address before the Motion Picture Academy of Arts and Sciences, M. A. Lightman has presented the exhibition side of the motion picture question. YOUR THEATRE presents his talk, not only because of its national significance but also because it seems to combine all the requests of exhibitors everywhere in regard to proper production.**



**GIVE US FEWER PICTURES** if you please, but give us only good ones. Protests will no doubt arise asserting that this would cause a shortage of pictures. I do not care to bore you with statistics, but suffice it to say that the sooner the exhibitors of America realize that one of our present evils is over-seating and that many theatres must close, the sooner we can re-establish security and efficient operation. Further, I might add that it is far wiser to play worthwhile productions for longer runs than to pull them in order to make place for mediocre films. I might be so bold as to advocate that some theatres in many communities, now liabilities, should close part time and should exhibit only outstanding photoplays. This can apply especially to small communities. There should be nothing unusual about this procedure—isn't it exactly in accordance with the method of operation of the old legitimate theatres—opera houses did very well offering legitimate plays only when available.

**PROPER CASTING** is most important to the success of a *good* story and I cannot emphasize too much the value of the so-called minor parts. Many of you probably do not realize how deeply the supporting characters endear themselves to the heart of the public. Murmurs of appreciation run throughout an audience when a capable well-known character actor appears on the screen. It is as important to a picture as it is in life itself to have the cast a harmonious whole. A beautiful symphony uplifts the soul when each instrument plays its part to perfection, but one discordant note jars the listeners out of their receptive mood and breaks the contact that had been built up between orchestra and audience. Unfortunately, the success attained by this perfect casting too often lead to a serious mistake, namely, that of trying to force good character actors into stardom. These performers, even though they have minor parts, can endear themselves to the public completely. As stated, their very appearance on the screen invokes murmurs of approval. It isn't nearly as important to be starred in a mediocre picture as it is to be a darned good performer properly cast. More disappointments have been experienced by these splendid performers, more headaches to producers and more losses to exhibitors by trying to rush them into stellar roles, give them a mediocre story and a fair supporting cast and expect them to make this impossible set-up to a box-office success. Contrary to the generally accepted idea, in my opinion it would be well for important stars to appear frequently in supporting roles especially suited to their talents.

**I THINK IT A MISTAKEN IDEA** that two or three appearances per year develop the great popularity. It is far more desirable to have frequent appearances in appropriate roles than to try to force a mediocre story across simply to offer a vehicle in order to exploit a certain star. This latter effort usually results in insincerity generally affecting the star's subsequent popularity. The belief that the public really wants broad indecencies is a fallacy. There is no further place on the screen for such misguided humor. The small proportion that wishes that can get it through such means as so-called suppressed literature, burlesque, etc. We must always remember that our screens are public property—even as it is financially impossible to make pictures for the highbrow minority. Neither can we corrupt our screens for the pleasure of the vulgar minded few, but must ever

**It will be interesting to note whether or not motion picture production is influenced by Lightman's statements. If it is, certainly this will be one of the few times that the voice of the exhibitor, who should be the strongest influence, after all, has reached the hearts of production moguls.**

bear in mind that the vast majority of our audiences are still old-fashioned enough to believe in certain basic truths—that honor and loyalty and a certain moral code exists between man and man and man and woman and that children owe some obligations to their parents—that freedom should never be confused with licentiousness. Too many otherwise fine pictures have been utterly spoiled by injections of vulgarity that have no bearing on plot development or character portrayal. Of course, a little occasional double entendre or clever repartee can be used if appropriate but not too offensive.

**PICTURES SHOULD NOT BE TOO SOPHISTICATED**, as the taste of the masses has not yet been developed to patronize them sufficiently. Nevertheless it

is necessary to make a few such pictures in order to raise the standard. A few good big musicals would be very timely, but Hollywood should avoid cycles of any type because if made with discretion, popular themes can be used over and over again. This method would be much more effective than the present process of completely wearying the public by supersaturation. During the present crisis, happy endings should prevail on every possible occasion. All of these things relate not only to the feature picture, but also to the short subjects. This field has unlimited possibilities. I am looking forward to great developments here, because of the very wide range of subject matter that can be used. This part of the program has too frequently been carelessly thrown together. Often our audiences have come to a splendid drama and then had themselves and their children exposed to one or two reels of matter best suited for the back alleys. We cannot advertise a fine production and fill our house with a high-class audience to have them assailed with an inferior and oftentimes insulting short. Better not have any at all. Too frequently it appears that the producer simply assumed that it was his duty to turn out a subject regardless of its entertainment value. This practice must stop. We are getting twice as many shorts now as we need. You can't grind them out like so many sausages. You can't make good shorts with a yardstick any more than you can features. Again, quality must prevail.

**WE WANT FAR FEWER SHORTS**, but good ones. It would be amiss on my part if I failed to recognize the very fine work that has been done by some of the producers of short subjects, as many of them are excellent. Now permit me to briefly indicate the real significance of the motion picture. As a force for good, for amusement, for education, for recreation, it is second to none. But does the general public fully realize and appreciate its value? Twenty-five years ago a simple invention attracted many get-rich-quick, fly-by-night operators. They saw an opportunity to make some quick money. Our business was in the hands of sharpshooters. The public looked upon us with suspicion and doubt. There was nothing firm or secure about us. Fortunately all of the pioneers were not men of that type. Some were capable business men—men of vision. They could foresee the great possibilities of this new invention. It is to these splendid men that we owe a great debt. Gradually their efforts advanced us from this first position and invited the attention of right-thinking businessmen. In the course of time, these get-rich-quick operators were replaced in the exhibition field by men of different character. Also the type of product improved by leaps and bounds.

## **Says Lightman:**

**The public wants sincerity.**

**We are all geared up wrong.**

**Give us fewer pictures but only good ones.**

**Some theatres should close part time.**

**Stars should appear more frequently.**

**There is no place on the screen for misguided humor.**

**Pictures should not be too sophisticated.**

**We want fewer shorts but good ones.**

**The exhibitors of America are trying to develop in the public a better understanding and keener sense of appreciation.**



BUT THE PUBLIC has not kept pace with these developments. There are many people who look upon us yet with pretty much the same contempt as they did in the beginning. We must change that attitude and without delay. That is primarily the exhibitor's job. The real value of an exhibitor organization is one that will serve as a balance wheel between Hollywood and the public—one that will bring the public to a full appreciation of what our industry really stands for, pointing out its educational and cultural value thus encouraging Hollywood to make the very finest things possible. In other words, not attempt to tell Hollywood what to do, but to help make the public not only appreciate us more, but also to point out to them their own shortcomings. For, after all, no one knows better than I that it is the public more than any other factor that has failed to properly support some of Hollywood's finest contributions to the screen. After all, we are your emissaries to the public. We are your contact. It is our mission to bring about a better understanding between you and that public, for, after all, are we not your agents? Do we not sell the results of your labor? We have offered our full co-operation to the Public Relations Department of the Hays organization and now offer it to you.

TOO MUCH PRAISE cannot be given to this Academy for its initial step in gaining proper recognition for us. The world has applauded your awards of merits. They are recognizing the fine sense of honesty and artistic discrimination that is guiding your choice. Simultaneously with your efforts here, we exhibitors of America are trying to render a similar service by developing in the public a better understanding and a keener sense of appreciation.

### HERMAN

(Continued from page "B")

not only put the kibosh on all succeeding film musicals, but to a large extent on the stage activities of the Messrs. Shubert, Carroll, Ziegfeld and others. Prior to Shearer's society dramas, most people were thrilled by something with a Cecil B. DeMille label, and prior to the coming of Mickey Mouse, I recall that "Aesop's Fables" used to lay everybody in the aisles.

SO LET'S NOT COMPLAIN about the bad pictures that Hollywood is giving us. It appears to me that if the blame for poor business must be laid to the product, that poor business is due, not to a plethora of inferior pictures, but to too many good ones.

AND, INCIDENTALLY, if anyone thinks that there is a solution to this problem, I might as well inform him that after giving the matter considerable thought, I can see none. It is a situation that will always have to be put up with. Exceptional productions will continue to be made and shown on the nation's screens, and each exceptional production will interfere materially with the reception to, and the grosses of, succeeding pictures that do not quite approach its level, good though they may be.

HOWEVER, it should be aesthetically consoling to the industry, even if not financially, to be assured that its standards are on a definite up-grade, and, possibly—possibly, I say—if the good really are rewarded, picture people may benefit when the illusive corner is turned and everybody goes to the movies six times a week as they once seemed to do when we had Prosperity.

# The Film Editor and His Problems

By H. J. McCord

Chief Editor

Warner Brothers—First National Studios

THE FILM EDITOR, in order to successfully cut or edit a sound motion picture, must have a background of intelligence which enables him to know the best dramatic, comedy, melodramatic or farce tempo of the scene—slow tempo may make the scene draggy and uninteresting, while some other tempo may on the contrary be too racy or fast, by reason of which the characters on the screen tell their story too quickly and interest is lost.

WHEN A PICTURE IS TOO SLOW in unfolding its theme or story, the film editor is required to use all of his intelligence to eliminate the slow portions and speed up the action. He must at the same time keep in mind the fact that the story should be tangible and easy to understand after these eliminations have been made.

Practically the same thing applies to a story which is too fast. The cutter must, by adding other film between dialogue scenes, slow down the tempo of the entire sequence.

THE USE OF DIALOGUE during dramatic scenes is of utmost importance to the finished picture. When a dramatic scene is in progress it is oftentimes best to have the dialogue of the character delivering the speech come over the scene of those who are listening to it, so as to get their reaction to what is being said. At other times, it is more dramatic to stay with the person who is speaking, because much of the drama and force may be lost if the facial expressions and tone of the voice is not seen and heard at the same time. The same technique is oftentimes used in comedy as well as in drama.

THE FILM EDITOR can do practically the same tricks with his film and dialogue as he did in the days of silent pictures with titles. For example—if the scene he is working on has a great amount of dialogue and eliminations have to be made because this dialogue repeats itself, or is too cluttered up with words, he can, if he has the necessary film (close-ups, medium shots, long shots, etc.), move this film and dialogue around in such a way as to cut out speeches or have speeches originally intended for the latter part of this scene appear in the opening of the scene and vice versa.

MANY TIMES the cutter is in difficulties when cutting from one scene to another in dialogue, especially when the dialogue is spoken rapidly, as he has to cut on a syllable in one scene and in the next scene he cuts on another syllable. Of course, this is taken care of somewhat when the picture goes through the process of dubbing and unwanted words are painted out of the sound track.

ANOTHER THING LEFT UP to the intelligence of the cutter, is the matter of

cutting into scenes, extra dialogue, or wild dialogue which was not recorded at the time the picture was photographed. In other words, some dialogue is eliminated at times, because certain words do not register well or are not audible; while in other instances extra words are required. This wild dialogue may be recorded a week later, and the cutter has to cut this into the scene as originally made with sound and picture, and match the lip movement as closely as possible, or he may use a part of another character's close-up and allow a certain portion of this new dialogue to ride through it, giving a perfect illusion, as though this was originally synchronized with the picture.

MANY TIMES a star's voice is not suitable for singing, so a wild recording is made, using a professional singer, while the star merely mouths the words of the song in the picture. A clever film editor, by the use of appropriate angles, can match this wild recording almost perfectly, so that the audience is unaware that the singing is done by any other than the star. In fact, often this wild recording is done in speech and used in the close-up of a character, and the cutter can, by deftness and experience, put portions of this sound track to make the lips of the character speak in perfect synchronization.

Sometimes, certain effects or music must run over dialogue and start and end on a certain line or portion of the dialogue. This is all figured out in timing and tempo by the film editor and it is through his efforts that the effect of these scenes on the audience is carried to its full potentiality.

THERE ARE ALSO TIMES when wild shots are photographed without sound, such as long shots of a room, people making exits, or entrances. The cutter will on numerous occasions use dialogue from the preceding scene which was recorded, and run portions of this dialogue over the wild shot to make it live.

I have seen times during a telephone conversation, for example, when the person who actually does the calling is the one who receives the call. This is accomplished by the cutter in switching around his cuts so that the one who actually makes the call is the first one to answer.

ALSO ON SOME OCCASIONS long shots or medium shots are recorded and when these are cut together with the close-ups, there is a noticeable difference in the sound reproduction. It is sometimes necessary to use close-up sound with long-shot action, or vice versa, in order to obtain the optimum sound and picture. While this is not often the case, on occasion the mike will not pick up the necessary dialogue from its long-shot position, and it does become advisable to make this adjustment.



# The Western Electric Dollar

**TROUBLE - PREVENTING INSPECTIONS**, appointment and emergency calls, replacement part inventories in key cities, free replacements, repairs and improvements, general administrative expenses and protection against fire loss are the things that the service dollar pays for, C. W. Bunn, general sales manager, Electrical Research Products, states in outlining how service charges have been brought to a minimum consistent with the maintenance of high quality of reproduction and continuous, dependable operation.

**ONLY 4.3 CENTS OF EVERY DOLLAR** goes to administrative and engineering expenses.

**THE REGULAR INSPECTION SERVICE** takes 54.1 cents and emergency and appointment calls account for 13 cents. The former comprise the regular trouble-preventing inspections made by a field force of 600, who travel 5,720,000 miles annually among 5,500 Western Electric equipped theatres. Appointment and emergency calls are additional visits, the former to discuss problems of equipment maintenance and operation by appointment and the latter in response to an immediate emergency.

**EXPERIENCE** gained in contact with 8,000 theatres has demonstrated that a definite relationship exists between the number of inspection and emergency calls.

The latter at present average one per theatre every 18 months. Any attempt to economize by cutting down the inspection calls would automatically increase service costs by a resulting larger number of more costly emergency calls. Even more important would be the menace of interrupted and cancelled shows resulting from lack of sufficient inspections.

**THIRTEEN CENTS** out of every dollar goes for the maintenance of \$750,000 replacement part inventories in 35 key cities and of 173 other service points. These assure maximum freedom from program interruptions because of the ability to speedily replace parts in an emergency.

**OUT OF EVERY SERVICE DOLLAR** 4.6 cents goes for free replacements, repairs and improvements made by Electrical Research Products without charge to exhibitors. This activity was initiated last year without any increase in service charges and is estimated to have saved exhibitors \$750,000 in one year. It also finances the Inquiry Bureau in New York, organized in 1931 to co-operate with exhibitors in supplying adequate information regarding equipment operation and maintenance.

**THE FINAL 11 CENTS** out of the dollar goes for protection against fire loss. It assures the immediate replacement of any equipment or parts damaged by fire without a lost moment for technical formalities or the signing of papers.

**SUMMING UP** the itemization of the service dollar, Bunn says:

"WE have reduced charges to the absolute minimum consistent with satis-

## Sales Manager Bunn Gives An Analysis for the Benefit of Exhibitors

factory reproduction and the greatest possible promise of continuous, dependable performance. In our estimation, these are the foremost box-office considerations. Whenever we have been able to effect economies without jeopardizing them, we have promptly passed the exhibitors the savings in the form of reductions in service charges.

"The best assurance that we have acted wisely in placing quality reproduction and steady performance first, lies in the fact that only 5 per cent of the Western Electric equipped theatres are closed today as compared with 50 per cent dark houses among theatres with competitive types of equipment. We are unable to escape the conclusion that the quality of sound and its steady dependability of operation have been big factors in enabling Western Electric equipped theatres to hold patronage and make such a favorable record, by comparison with others, under present conditions. We feel that every cent we have asked of exhibitors in service charges has been justified by actual box-office considerations to their advantage; and the record of closed theatres seems to support our contention."

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*Attractive Atmosphere Brings Box Office Business*

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**NEW PLANS FOR OLD**

(Continued from page "A")

And, to get away from Mr. Lichtman, though to hang around United Artists for a while, hearken to this:

MR. LINCOLN QUARBERG, an able gentleman with the Corona, stirs himself into an indignant rash because New York censors dared to ban "Scarface." His vitriolic publicity earned columns of space for the Howard Hughes gangster film. Mr. Quarberg is Mr. Hughes' personal representative, it is well to remark.

With the Hays office putting up a determined fight against censorship, Mr. Quarberg's thoughtless and ill-timed diatribes against the various censor boards is another reason why I sit back and indulge in a belly laugh every time someone moans about bad business.

True, "Scarface" may be breaking records; but why make things difficult for others? After all, we all hope that the film business will continue for some time to come. I hold no brief for censors: I believe that they are ill-advised or purely political gentlemen and ladies. But why go out of your way to antagonize them?

THEN THERE ARE THE MAJOR EXECUTIVES who speak roundly and oratorically of "putting your shoulder to the wheel," and all those other hackneyed phrases that stirred our childish minds during school days. But what are they doing? They weep about bad business, passed dividends and then, just before

calling James to take them home in their Rolls-Royces, decide to cut some stenographers' salaries. When they wonder why business is shot to hell, they don't look at the underlying cause of lowered morale. They simply figure that everything's screwy and now's the time to beat their foreheads on a convenient Wailing Wall.

MISTER, I'M HAVING A LAUGH. It's a nervous laugh—a hysterical one—but nonetheless a laugh. Now, if those guys in the film business want to know about a real depression—let them tackle newspaper work. Say, what with this and that—my Gawd, don't tell me YOU'RE laughing!

Whether you agree with Sherman or whether you disagree with him, you must admit that his remarks concerning the Lichtman plan and a certain gangster picture are very definite and pointed.

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# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Roxy Gets Behind F-D's "Monte Carlo Madness"

The whirlwind campaign given "Monte Carlo Madness," First Division's picture, by the Roxy certainly had a lot to do with the success of the Maritza-Albers picture at the box office.

Here are some angles on what was done:

One thousand enlarged copies of Postal Telegraph telegrams, sent to Sari Maritza, at Hollywood, by First Division Exchanges, Inc., congratulating her on her work in the picture were distributed to company stations throughout the city and country, to be used in window displays at the stations.

Five hundred photos of Hans Albers reading a Mackey radio, during a scene in the picture, were distributed to stations.

Three hundred tie-ups with florists were completed.

Twenty-eight sheets, 8 sheets and 4 sheets were used all over the city.

An expensive and attractive newspaper campaign was laid out.

Five pages in the Roxy program plugged the show the week before, something the Roxy never did before.

The Roxy changed its lobby layout for the first time in six years to plug the picture.

Oil paintings were placed in Broadway stores.

Tie-ups with department stores were arranged, including some bathing suit slants on Maritza.

Hugo Reisenfeld plugged the picture from the stage the week before, endorsing it as a show he was glad to rave about.

Cigarette tie-up, through use of streamers, was effected.

Street cars were used.

Foreign-language papers were used.

In short, it was the most extensive campaign the Roxy had ever sponsored, and it meant a lot.

RKO Proctor Theatre, Yonkers, is all dolled up in its new summer dress. Entire exterior has been transformed into an Arctic scene.

### For "Sky Bride"

In connection with "Sky Bride," Regent, Rochester, Manager Harold Raives arranged aviation question contest, co-operating with the "Times-Union." Asked five historical questions and gave tickets.

### Flag Day Trailer

June 14 is being celebrated throughout the United States as Flag Day. Every theatre in the country will naturally want to carry out the spirit of this day.

A special Star-Spangled Banner trailer has been created and produced by National Screen Service. Star-Spangled Banner is played by a large symphonic orchestra and the words are sung by a splendid baritone, with a large assembly of mixed voices joining in the chorus, giving a splendid rendition of our national anthem.

This was especially produced and recorded on RCA equipment at the Ideal Studios, Hudson Heights, N. J.



This is the manner in which the Roxy sold "Monte Carlo Madness" to the public. These aids are available for exhibitors who play the picture.

### Newspaper Ads in Rochester

Theatres in Rochester are depending almost entirely now on newspaper advertising as the most economical method of

putting their shows before the public. Extensive and stunt ballyhoo is out because too expensive, and with staffs cut to the minimum, managers have little time or means to work promotion.

## "The Missing Rembrandt" Comes on the Scene



"The Missing Rembrandt," another Sherlock Holmes picture from First Division, is now available for exhibitors. Arthur Wontner is Holmes. The show premiered on Broadway.



# BLASÉ BROADWAY SEDUCED BY WORLD'S LEADING INDEPENDENT

## Three "Ace" Theatres on "Big Stem" Play First Division in Same Week

NEW YORK—Pushing the Scabury investigation, the presidential race and the Giants and Yankees off the front pages, First Division has again scored.

Critics, trade folk and film men woke up early this week to find that the world's leading independent had crashed through in three important Broadway spots.

"Escapade," at the Gayety; "The Ringer," at the Cameo, and "Monte Carlo Madness," at the Roxy, were the three depression destroyers that First Division thrust upon the Main Stem of the biggest showtown in creation.

Mounted police fought to keep the crowds in line; perspiring managers worked valiantly to get the waiting lines of patrons in good humor, and theatre magnates smiled as the shekels provided a merry music at the box office.

"Monte Carlo Madness," with Sari Maritza and Hans Albers, drew the major share of the laurels, with critics declaring the Eric Pommer production one of

the best of its kind and one of the highspots of the season. That the show was important was evidenced by the terrific campaign put on by the Roxy, subordinating the stage show.

Edgar Wallace's mystery drama, "The Ringer," drew the attention of packed houses at the Cameo, with its trick and snappy ending leading many scribes to say that the master chronicler's technique was a guarantee of audience attention.

With the largest sign on Broadway to attract millions, "Escapade," first of the Invincibles, drew laurels for Sally Blane and Anthony Bushell as the lovers. Even with lots of competition from nearby neighbors, "Escapade" held its head up, and the gross was mighty pleasing.

That Broadway expected First Division to come to the support of frantic showmen has been evidenced throughout the past few weeks. Exhibitors, everywhere, must certainly be pleased to hear of the Broadway invasion by the world's leading independent.

Jun10'32 pg. 20



SUMMER WEATHER with its heat and humidity moved into New York this week. With a few exceptions it discouraged theatre attendance. "Monte Carlo Madness," at the Roxy, however, to use the words of the critic of the "World-Telegram" was "just what the doctor ordered." A scene is shown on the left.



Top: The world's largest theatre, the Roxy, with a "stand-out" line during the showing of "Monte Carlo Madness."



Center: "Escapade" at Gayety doing satisfactory business against tough competition.

Bottom: Turning 'em away at RKO's Cameo with "The Ringer."





Heard In

**B U F F A L O**  
Some of the Boys Are Prosperous

By Mary Ann

EMMIE DICKMAN'S FILM FLICKERS defeated Hager's North Collins Firemen, 40 to 10. . . Sensational hitting of Ralph (Metro) Maw featured. . . Bob Alberts, manager, Alberts Theatre, Lancaster, and Cy Bittner leave for a two weeks' trip to Oregon, June 28. . . Victor Lownes, manager, Victoria Theatre, celebrated his fifth wedding anniversary, June 1. . . His sister, Catherine, was married same day at Park Lane. . . J. H. Michael was among the guests. . . John Flynn spent the past few days in the Buffalo office. . . Joe Miller, manager, Columbia, has returned from Atlantic City. . . Rose Pressing, RKO inspectress, is being married June 25. . . Louis Lazar and Wilber Grant, Warner Brothers theatres, Albany, spent a day on Film Row. . . Jack Lyons is now with Powers Pictures, Inc.

HARRY DIXON, RKO manager, is sporting a brand-new sedan. . . Howard McPherson, office manager, RKO, has been away from his desk. . . Bob Murphy, former manager, Great Lakes Theatre, is now managing the Bellevue, Niagara Falls. . . Charles Boasberg, RKO salesman, is driving a new coupe. . . Jack Withers, Universal salesman, is the proud daddy of a 7-pound baby girl. . . Jimmie Cranides, manager, Havens Theatre, Olean, was slightly injured in an automobile accident near Oneonta. . . Sid Samson is all pepped up over the new product.

LEON JANNEY is coming to the Century. . . Henry B. Murtagh is putting his new variety programs over in great shape at the Hippodrome. . . Dorothy Mackaill tops the Shea Buffalo stage show, June 10. . . Bill Brereton is keeping up his record as the city's champ mover. . . Harry Slick is receiving many congrats on his arrangement of the Shea Buffalo radio programs.

GREAT LAKES THEATRE has closed. . . RKO vaudeville is helping to hold up the Century business. . . Buffalo is getting a lot of free advertising space through tie-ups made with local merchants. . . One of the first tie-ups recently was that in which Conchita Montenegro appeared in the Victor store. . . Bill Rosenaw, manager, Elmwood Theatre, is turning out to be a regular exploitation hound. . . Ken Cooley, manager, Seneca Theatre, believes in being prepared for old "Sol." . . Sam Mineo and Jules Pillar recently flew to several towns in western New York. . . Ben Bartzoff, business manager, Jewish Revue, is breaking out on the air with news items about the local rialto.

**Vaude in Mt. Territory**

Vaudeville is being given a trial at Saranac Lake's Skouras Theatre, Pontiac, beginning June 8, and continuing for four weeks.

Manager A. B. Anderson has announced a four weeks' trial of standard RKO vaudeville programs of five acts.

Other northern New York picture houses are co-operating, to make a week's run of shows.

**Universal's Folk Are Keeping the Fires Burning**



Tom Brown, in "Tom Brown at Culver," and Lila Lee, in "Radio Patrol," are prominent, with Ben Alexander also present.

**Rochester Wants Houses to Close for Hot Season**

Move is on in Rochester to reduce theatres to the minimum for the summer.

Action has not gone beyond the talk stage and presents numerous difficulties. It is agreed that common action in this direction might be beneficial, but how to get chain houses and independents to co-operate is the problem.

Not one theatre in the city is now making money, yet all do some business.

It is certain that a number of theatres will close for the summer, regardless of any concerted action. Regent was first ordered to close, then kept open on week-to-week basis. Possibility that the Century, the other Publix house, would also shut for the summer. Other prospective downtown closings include the RKO Temple, Family and Little. This would leave the RKO Palace, Loew's Rochester, Comerford's Capitol and the Strand, owned locally by the Fenyvessys. Loew's already has cut out its expensive stage shows, leaving the Palace alone in the vaudeville field. Three or four of the larger neighborhoods may keep open most of the summer with others cutting to two days.

**Suit Involves Theatres**

Jury in Supreme Court, Newburgh, has returned a verdict of \$162,000 against the Columbus Trust Company in favor of Miss Frances Herron, sister-in-law of George Cohen, former theatrical magnate, in litigation over the former Cohen property, including the New State and Cameo Theatres, the Plaza Hotel, restaurant, garage, etc.

Bank has taken an appeal.

When Cohen, because of financial difficulties and ill health, gave up the property, Miss Herron is alleged to have put \$70,000 of her money into the property. Columbus Trust held first mortgage, with Werner Corporation holding second. Woman claimed she had oral agreement with bank that it would foreclose and permit her to get back property for amount it had invested. After bank foreclosure, resorted to to head off Werners, bank refused to carry out agreement, Miss Herron alleged. Jury in finding for her fixed value of property year and a half ago at \$350,000, credited the bank with \$188,000, and found it obligated to plaintiff for difference.

**"Week-End Marriage" Boasts of Loretta Young**



Warner offers George Brent and Norman Foster in support of their popular star.



### Jersey Blue Law Vote

Blue law problem has been disturbed from its undenied slumber. The discussion may be settled by the voting public in the coming November elections.

Blue law nemesis was originally brought to attention by folks who objected to Sunday movies in Plainfield, New Jersey.

Grand Jury in its text submitted to County Judge Lloyd Thompson refused to indict the defendant theatre managers for opening on Sunday, deeming the action illogical and unwarranted and the city ordinance obsolete. Their logical statement depicted that five motion picture houses could not operate profitably unless there existed a demand; since the demand was in evidence it was decided not to return indictment.

Grand Jury's request for a state referendum was sent to Governor Moore, the chairman of both of the dominating political parties and to each branch of the State Legislature.

### Heard In

**A L B A N Y**  
Kennedy Knows Prosperity Has Arrived

By Bill

BILL KENNEDY, Champlain and Rouses Point exhibitor, came to Film Row last week with a big, shiny new car. . . . He stopped at the RKO exchange to see "Daisy" Halligan, manager, and when they went to downtown Albany for lunch, asked "Daisy" to drive, saying he did not like to drive the new car in heavy traffic. . . . But on the way back he took the wheel and gave "Daisy" an exhibition of fancy speed that took the latter's breath away. . . . Keene, Phoenicia, will take over the theatre formerly operated by his brother. . . . Film men say that Isaiah Parker, of Speculator, was so busy recently padding the walls of his theatre for sound that he had no time to book pictures when he got his sound in. . . . Memorial Day week-end holiday created extra problems along Film Row. . . . W. B. Jordan, Jr., Memorial Hall, Pine Plains, has opened his theatre. . . . Freeder and Grossman, of Hudson, have formed a business combination with Charles Derry, who has the Derry Theatre, Port Henry, and theatres in Cambridge and Hoosick Falls, and Derry will be allied with the Freeder and Grossman circuit, which has theatres in Hudson, Utica, Ticonderoga and Philmont. . . . In five years Freeder and Grossman have expanded rapidly.

MAXBILT, Fleischmanns, opened recently after a long closing with a double-feature first-run bill. . . . Tony Ryan, Fox Albany manager, is proud of his new exchange, now nearing completion with extensive alterations. . . . "Wild Bill" Donovan, Tupper Lake exhibitor, has broken 100 in golf. . . . Schroon Lake Community Theatre will play vaudeville every Friday. . . . Derry starts vaudeville June 16, for one night a week, and Ticonderoga may follow. . . . It looks like a vaudeville chain of picture houses in the Adirondacks this summer.

### "Attorney for the Defense" From Columbia



With Edmund Lowe leading the way, Evelyn Brent and Constance Cummings bring up the rear.

A GLENS FALLS THEATRE was recently closed. . . . But its manager forgot to remove the "Now Playing" sign, so his announcement reads: "Now Playing: Closed for the Season." . . . Adams exhibitor is offering one piece of china with every ticket. . . . His top at first was 35 cents. . . . Then he went to 25 cents. . . . Business did not improve much, so he went to 10 cents and still gives the china away with each ticket. . . . All exchanges along Film Row were closed during the afternoon of June 6 to permit the workers to witness the big parade in Albany. . . . C. H. Buckley, Albany independent exhibitor, had a float in the civic parade the first day of the Port celebration. . . . RKO Proctor's Theatre, playing double-feature first and second runs, closed for the summer, June 2. . . . The last picture caused some laughs among film folk. . . . Harold Dean, manager of the theatre, will be taken care of elsewhere in the RKO organization in Albany. . . . RKO Palace Theatre was host to Albany sports writers and business men when a dinner was given at the Hotel Kenmore in honor of Georges Carpentier, pugilist. . . . Governor Roosevelt sent his secretary, Guernsey T. Cross. . . . Harry Black, Palace manager, and A. S. Rittenberg, publicity director, arranged the dinner.

### Theatre Murder Secret

While on the screen of the Ritz Theatre in Port Jervis a newsboy was holding aloft headlines of a murder in a motion picture, a tragedy in real life was being enacted in the lounge room of the building.

### O'Brien Arrives in "Mystery Ranch"



George O'Brien is the guiding light in Fox's "Mystery Ranch," one of the best he has ever turned out. Cecilia Parker is the heart interest.

### Heard In

**44TH STREET**  
A Couple of Meetings Take Place

PARAMOUNT DISTRIBUTION and theatre departments held a meeting with George Shaefer last week-end. . . . Bernard Kranze can now be addressed "and family." . . . A son and heir arrived at the home of the RKO salesman last week.

THE LOCAL WARNER exchange contingent, together with the home office folk, Messrs. Harry Warner, Albert Warner, Morris, Starr, Sears, Einfeld, Moray, Bernhard, Bareford, Hoffman, Silver, Weshner, Bond, Wilk, Blumenstock, Hummel, Howson, attended the local Warner sessions. . . . Meanwhile, the local Paramounters had a district session of their own, with Milt Kusell, Joe Unger, Earl Sweigert, Henry Randel, Henry Seigel and others attending. . . . This is all preparatory to the six months' sale, playdate and theatre drive, including all departments of the company.

### Incorporations

Prosperity Pictures, Corporation of New York. To deal in the motion picture business.

Reliance Pictures, Inc., of New York. To deal in the motion picture business.

All Right Pictures, Inc., of New York. To deal in the motion picture business.



### Tax in Effect

Tax on theatre tickets of 41 cents and over will go into effect shortly. With the signing of the bill by President Hoover, the mandate of the country's legislators became law.

It affects only a portion of the theatres in the country.

## Wilmington Center in Warner Brothers Tussle

### Plenty of Litigation Likely With Legal Tilts

Fight for receivership for Warner Brothers Pictures, Incorporated, and for removal of the Warner management has begun to concentrate in Wilmington with a mobilization of allegations of gross mismanagement and wastefulness made in both the state and federal courts.

Suit filed by Harry Koplak, of University City, in the Federal Court, which centered its attack upon the Warner management and upon alleged wastefulness, set a new pace for the suit of Marinus J. V. Newcastle, New York, which was pending at the time in the Court of Chancery.

When the Newcastle suit came up, June 6, counsel for the plaintiff asked privilege to amend its bill with a set of allegations similar to those contained in the Koplak suit. This was denied by Chief Justice James P. Pennewill, so Clarence Southerland, the counsel, simply filed a new bill.

Within a few hours after the new Newcastle suit was filed, Former Judge Hugh M. Morris filed a demurrer in behalf of the Warner Corporation. The demurrer states that the complainant has not shown in his bill any case that would entitle him to the receivership relief asked.

The new Newcastle bill, unlike the Koplak bill, is not directed against the Board of Directors, but against the company only. Hearing in the state court suit is expected to be held the middle of this month.

A sweeping attack upon the Warners for the management of Warner Brothers Pictures, Inc., is made in the third receivership petition to be filed in a Wilmington court. Suit was filed in the United States Court by Harry Koplak, St. Louis, Mo., who says he owns 5,000 shares of the corporation's capital stock, of which 1,200 are in his own name.

Some of the allegations were similar to those made in the two previous suits filed in Wilmington, and attack Harry M. Warner, particularly, for some of his performances of executive duty.

### Warner Prizes Awarded

Announcement of prizes at the Warner convention revealed that the Brooklyn branch will get one week's salary as a reward for leading its district.

A half week's salary goes to the Metropolitan branch.

### Making It Official



Charles Rosenzweig  
Sales manager for Columbia Pictures, receives the first copy of the company's seasonal announcement from Miss Liberty at the Atlantic City convention.

### Incorporation

Monarch Exchange, Inc., of New York. To produce and develop motion pictures, etc.

### All Albany Houses Cut

RKO Palace Theatre, Albany, has reduced its night top from 60 to 50 cents and its afternoon top from 35 to 25 cents, playing five acts of vaudeville and feature picture. All the first-run houses in Albany have now made reductions in price.

### Heard In

## ROCHESTER

Charlie Raymond Golfs and Biz Is Bad

By Eeach

CHAIN THEATRES are on the anxious seat. . . . Loew's Rochester dropped stage shows without change in prices. . . . With arrival of good weather, theatres took another nose-dive. . . . Rochester musicians ask Hoover to support beer as prosperity move. . . . Shine Theatre, Geneva, gives pony in connection with Tom Mix picture. . . .

WITH KIDS returning to theatres to some extent, managers' problem now includes how to get 'em out before seeing show through three times. . . . Manager Charles Raymond, Loew's Rochester, and Harry Royster, district manager for Publix, find time for a bit of golfing recreation mornings before the theatres open.

## Educational to Hold Its Convention June 20

Sales organization of Educational Film Exchanges, Inc., and World-Wide Pictures, Inc., headed by the executives of both companies, will have three sales meetings, starting with a two-day meet in New York, June 20 and 21.

Home office executives and department heads who will open the series of sessions on June 20 at the St. Moritz Hotel, New York, include Earle W. Hammons, Joe Brandt, A. S. Kirkpatrick, Joe Goldberg, Jack Skirboll, Budd Rogers, J. R. Wilson, Gordon S. White and Francis X. Carroll.

Among the branch managers to attend the New York meeting will be Arthur Greenblatt, New York; H. F. Brink, Buffalo; C. B. Flarity, Albany.

### "American Madness" Looms Big



Walter Huston, Constance Cummings, Kay Johnson and Pat O'Brien are prominent in Columbia's first '32-'33 production, "American Madness," a saga of a banker.



### Spring Valley Suit

A majority of stockholders of the defunct Spring Valley Community Theatre, Inc., in Rockland County, have instituted an action against organizers of the New Spring Valley Theatre Corporation, demanding an accounting and \$75,000 in damages. The papers charge that the promoters of the new company, which is operating the theatre, have not made an investment at all equivalent to the interests they have come into possession of and control; that they have profited greatly from acquisition of a comparatively small block of stock, and that the "playhouse has been mismanaged and neglected."

## Chains Agree to Play Together Up in Syracuse

*Looks As If Circuits Are One Happy Family*

Emerging for a few moments from the huddle in which RKO, Loew, Warner's and Paramount have been engaged for the past few weeks, major circuits have announced a couple of changes which fell like a bombshell on the Syracuse Rialto.

First was the substitution of Loew stage shows for Keith's vaude at Keith's. Dropping of flesh entirely at Loew's and substitution of the Loew orchestra for the RKO boys every alternate week. On top of that came notice that the Paramount would close its doors for the summer.

While there has been no statement either affirming or denying the rumor, it is expected that the deal between the Loew and Keith managements gives Loew the pick of the pictures. Should the contemplated and still unsettled deal whereby RKO is to take over the local Warner's house be consummated, this would give the Loew management the best of this product also.

Keith's has always been known as a vaudeville house in Syracuse, while flesh has admittedly done little to bolster up the Loew gross. The wise ears, however, are asking how Loew stage shows are going to help the RKO sheet.

Raymond B. Jones, Paramount managing director, draws a transfer to St. Louis, where he will take over the Missouri Theatre.

### Warren in Syracuse

Willet A. Warren, former manager, Davis, Pittsburgh, succeeds Perry Spencer as managing director of the Warner's Strand, Syracuse. Warren broke into show business twelve years ago in Chicago.

Warren found one familiar face on the Salt Rialto in that of Harry Shaw, Loew m. d., who was in Cleveland at the same time he served Warner's there.

### "Is My Face Red?"



And Ricardo Cortez and Helen Twelvetrees tell why in Radio's picture.

Heard In

**E L M I R A**  
Houses to Stay Open, But  
Cut—Minnies Open

By Jay

THREATENED WAGE TROUBLES between theatre owners and machine operators, musicians and stage men here have been adjusted. . . . Keeney abandoned vaudeville for the summer, June 4. . . . Probably will be resumed September 1. . . . Strand has gone on a summer schedule, opening only Friday, Saturday and Sunday.

GRADE CROSSING ELIMINATION WORK on two railroads here is helping employment situation. . . . Many conventions here are helping theatre patronage. . . . Two miniature outdoor golf courses have reopened. . . . Downie Brothers Circus drew large crowds.

### McLean Honored

James F. McLean, manager of St. Joseph's Theatre, Yonkers, has been elected president of St. Joseph's Alumni Association. He was recently named cashier of the city of Yonkers.

Heard In

**B I N G H A M T O N**  
Bingo House Closes and  
Prices Are Cut

By Dor

FLESH has been discontinued at Binghamton Theatre and house has been closed. . . . Prices have been cut at Star and Symphony. . . . Fifteen cents for kids and 25 cents for adults. . . . Promotion Manager Fred Perry's Wednesday night shows at Capitol have clicked. . . . All local talent.

INCIDENTALLY, Perry says that the idea of home talent has boosted attendance plenty. . . . Sixteen-page program is used with merchant tie-up. . . . Ted and Sot, Endicott dancing team, are scheduled to again make their appearance here. . . . Phil Niesh, crooning crooner, who played here for week's stand at Capitol, clicked in Scranton. . . . "Scarface" will play Capitol June 10. . . . Ralph D. Whiting has reopened his minnie golf course. . . . Carnival held at Bennett Flying Field grabbed some of Bingo theatre biz. . . . Not so when Downie Brothers Circus played to small crowd.

## Some Angles on the Score Charge

(From "The Billboard")

As the indie exhibitor continues to see more and more of daylight, at least comparatively, the business of the "score charge" should be once and for all cleared up to his satisfaction. The so-called score charge is something that many movie men believe to be a tax for the use of music. Further, they believe that they are paying twice for the use of copyrighted music. But no such thing is taking place.

The score charge attached to sound films is something the producer is passing along to the exhibitor. It is nothing more than a patents license fee that is charged the producer by the sound equipment manufacturers. The producer passes it along to the exhibitor when he rents the film and calls it a "score charge." "Score" meaning "music" to the exhibitor, he really believes the taxation or fee is for the use of the music on the film.

However, meetings are now taking place to straighten the matter out to the satisfaction of all concerned. Perhaps the exhibitor will get a break as the result of being enlightened as to just what he pays for. In justice to the owners of most of the music being used on sound films, they do not receive one penny from the "score charges."

Such sound equipment manufacturers as Radio Corp. of America; Electrical Research Products, Inc., and others are paying for the use of music reproduced with their apparatus. They, of course, charge the movie producers a license or patents fee, and the producers pass all or part of it along to the exhibitor. Also, the movie man pays a tax per year of 10 cents per seat for the performance of music, whatever kind makes no difference, so he naturally wonders why he should pay twice for the use of music. He feels that they are getting him coming and going. In reality the exhibitor is unknowingly helping the producer to pay the equipment manufacturer.



**World Wide Offers an Unusual Picture**



And Herbert Marshall, in "Bachelor's Folly," with Edna Best, is the latest from that company.

**Heard In**

**U T I C A . . .**  
 Bartholomay Appointed  
 Assistant to Lassman

*By Harry*

LAWRENCE W. CARKEY, former manager, Avon, Utica and Olympic Theatres, has general supervision of Forest Park's ballroom. . . . One of his first changes was the abolishment of the "park plan," or pay for single dances, to straight admissions. . . . Frank Bartholomay has been appointed assistant to Garry Lassman, manager, Warner Avon, succeeding Sidney Levine, manager of Oneonta, Warner house. . . . Bartholomay began as an usher in the Stanley. . . . William Dwyer succeeds. . . . Chief Big Bear and Princess White Beaver, of motion picture and RKO vaudeville, have come to Utica to live for the summer months. . . . Joseph Magee, formerly connected with Utica theatres, has been named manager of Ganadarago Park, Richfield Springs.

AVON THEATRE, Boonville, has added vaudeville to its policy for the summer. . . . There will be stage presentations Tuesdays and Wednesdays. . . . Stanley Theatre, Utica, in conjunction with local business houses, is making preparations for a public Leap Year wedding on the stage, June 28.

"DINE-AND-DANCE" HALLS have opened for the season. . . . All the theatres are open, with the exception of the Colonial. . . . Business in the downtown picture theatres has not reached its low ebb, in the opinion of the managers, and from present indications there will be no changes in policy, prices or schedules. . . . All the neighborhood houses are offering special inducements.



**Talks to ALL Theatre Folks**

In the Pacific Division of M. P. distribution. California, Oregon, Washington, Montana, Idaho, Nevada, Utah, Colorado, New Mexico and Arizona.

Twice a Month—1st and 15th  
 Read and Reread Religiously

*Anna O. Van Orster*  
 PUBLISHER

25 Taylor Street San Francisco

**Warner Convenes**

Warners-First National will make 60 features in the new season. Over 25 per cent of product will be completed by July 1.

There will be 133 Vitaphone shorts, 91 one-reelers and 42 two-reelers.

No new plans will be announced; the company opposes double features, and stars will support stars, the organization's execs announce.

District exchange folk included: Albany, R. S. Smith and G. Goldberg; Buffalo, H. A. Seed, J. R. Levee, J. M. Sitterly, and the local metropolitan contingent.

**Icedaire Installations**

"Icedaire" system has been installed in the Stanley Theatre and the U. S. Theatre, Paterson, N. J.

This system uses ice as an agency for cooling in place of mechanical refrigeration.

*Just Around  
 the Corner from  
 the Center of the  
 Motion Picture Industry*

**HOTEL  
 PRESIDENT**

48th St., West of Broadway  
 NEW YORK

400 ROOMS—All with  
 Bath, Shower and Radio

FROM \$2.50 DAILY

**RATES**

Single - - - \$2.50, \$3.00, \$3.50  
 Double - \$3.50, \$4.00, \$4.50, \$5.00

**SPECIAL WEEKLY RATES**

Five Minutes' Walk to Fifty Theatres

J. S. SUITS, Mgr



**IN  
 NEW YORK**

Right in the  
 heart of the

**MOTION PICTURE  
 INDUSTRY**

**HOTEL  
 PLYMOUTH**

49th ST., Just off BROADWAY

400 LARGE OUTSIDE ROOMS

all with

BATH, SHOWER

CIRCULATING ICE WATER - RADIO

FROM \$2.50 DAILY

Rates { Single . . . . . \$2.50, \$3.00, \$3.50  
 Double, \$4.00, \$4.50 Twin Beds, \$5.00

S. J. MITCHELL, Manager



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Is My Face Red"—Radio

Ricardo Cortez, Helen Twelvetrees, Robert Armstrong, Arline Judge, Zazu Pitts, Jill Esmond.

Aside from the fact that the story is just what one might expect, "Is My Face Red" contains a lot of surprises for the audience. Cortez, as the double-crossing columnist, a composite of what columnists are generally supposed to be like, turns in a nice performance, even if he does nearly pass out. Perhaps the cities will like the piece more, but, at that, the columnists era has spread throughout the land.

Estimate: First of the cycle, it tells the whole story.

## "Merrily We Go To Hell"—Para

Sylvia Sidney, Fredric Marsh, Adrienne Allen, Sheets Gallagher, Esther Howard, Tully Marshall, Claude King, Cary Grant.

The title should help a lot in overcoming the uncertainty of the picture's developments. In short, the show starts out like it may wind up as something big, but it lets down after a fashion. True, Sidney and March make a neat combination, an advantage that should allow the picture to become an important attraction when the box office is considered.

Estimate: With that title —!

## "Westward Passage"—RKO

Ann Harding, Laurence Olivier, Zazu Pitts, Juliette Compton, Irving Pichel, Irene Purcell.

Once again Harding appears in something not so potent. Slow, adult, in the triangle classification, it doesn't carry enough appeal for the masses, and doesn't seem worthy of a splendid actress. Popularity of the book may aid a bit, but generally it doesn't look like big business.

Estimate: Get a better one for Harding.

## "Bachelor's Folly"—S-A

Herbert Marshall, Edna Best.

Society drama of a gentleman who loves well but not too wisely, it should be of interest to class audiences. Herbert Marshall, who is getting somewhere, seems to possess the attributes that women crave. Billing him will prove of value. Production standards, dialogue, action, etc., are high.

Estimate: Nice program of high society.

## "Society Girl"—Fox

James Dunn, Peggy Shannon, Spencer Tracey, Bert Hanlon, Walter Byron, Marjorie Gatenon.

There is enough human interest in the tale to surmount even the handicap of having Peggy Shannon as the heroine. Spencer Tracey takes the honors from Master Dunn, who doesn't seem to be the same shining star as in "Bad Girl" days. Story of a society girl who toys with a boxer, it turns as you naturally would expect.

Estimate: Program classification.

## "Jewel Robbery"—W-FN

William Powell, Kay Francis, Helen Vinson, Alan Mowbray, Hardie Albright.

Probably better as a stage play than it eventually turned out to be in movie form. However, the combination of Powell and Francis should prove a great help to all concerned. A master crook ensnares a society lady and escapes. The two eventually get together. There you have it.

Estimate: Probably a neat grosser.

## "The Midnight Lady"—Chesterfield

Sarah Padden, John Darrow, Claudia Dell, Theodore Von Eltz, Lina Basquette, Montague Love.

Nice inde programmer that will get its share of attention in the subsequents. Material familiar, but dialogue and direction serve to make new laughs out of old situations. There is enough of the mother and daughter angle to tug the heart strings.

Estimate: All right.

## "They Never Come Back"—Weiss

Regis Toomey, Dorothy Sebastian, Edward Woods, Greta Grandstedt, Earle Foxe.

Just an inde, but full of the qualities that popular entertainment needs. The material may be familiar, but it will satisfy a devil of a lot faster than many of the bigger productions of the day.

Estimate: High rater in its division.

## "Secret Menace"—Cardinal

Glenn Tryon, Virginia Brown Faire, Arthur Stone, Edward Cecil, Pat Harmon.

Inde production which doesn't go in for plot logic too much, and, which, in turn, results in only an average product. Even the players can't overcome the objections the story brings with it.

Estimate: Just another inde show.

## "Without Consent"—WB

Chic Sale, Ann Dvorak, David Manners, Maude Eburne, Lyle Talbot, Noah Beery, Raymond Hatton.

With a misplaced title, this latest Chic Sale piece shapes up as a neat parcel of screen entertainment. Tale of a rural grocer who finds competition heavy, but makes the most of it, it becomes a one-man picture, with plenty of assistance from script and minor players. It may not go on Broadway, but it will satisfy the hinterlands.

Estimate: Satisfactory program.

## "The Ringer"—FD

Patrick Curwen, Gordon Harker, Dorothy Bartlan and others.

Edgar Wallace mystery that will satisfy the detective story fans. There is enough action and enough of the Edgar Wallace situations to make an entertaining movie. True, marquee names are absent, but entertainment value is there.

Estimate: Fair, in its department.

## "Doctor X"—Warners

Lionel Atwill, Lee Tracy, Fay Wray, Preston Foster, Arthur Edmund Carewe, John Wray, Harry Beresford, George Rosener, Robert Warwick, Mae Busch, Thomas Jackson.

Mystery thriller, well cast, with a lot of featured folk, but no big name with which to adorn the marquee, "Doctor X" shapes up as average entertainment. The story has been well handled, and, in addition, technicolor has been used. With a lot of attention given to the smaller details, "Doctor X" emerges as adequate program.

Estimate: Should get by easily.

## "Bring 'Em Back Alive"—Radio

A camera record of the expeditions of Frank Buck.

Here is a jungle film that is a jungle film, for it far overshadows all previous efforts of its kind. Built with an eye to the box office, and filled with terrific pictures of the conflicts of nature, "Bring 'Em Back Alive" should bring 'em into the theatres. With a running talk by Frank Buck, it has been edited with an intelligent hand.

Estimate: An exploitation special.

## "Marked Men"—Universal

Tom Mix, Lucille Powers, Willard Robertson, Fred Kohler.

Mix is now hitting his stride. While no one will possibly get better material for a western, the treatment of this Mix pix certainly does improve on the others which have gone before.

Estimate: Mix fans will be quite satisfied.

## "Mystery Ranch"—Fox

George O'Brien, Cecilia Parker, Charles Stevens, Charles Middleton, Virginia Hurdman, Russ Powell, Roy Steevart.

It's open to question whether or not there was enough substance to the tale in the first place. Outside of that, it shapes up as a typical O'Brien western. If the audiences care more for him than the show itself, there should be no trouble. But the yarn itself doesn't mean much.

Estimate: Just a western.

## "A Man's Land"—Allied

Hoot Gibson, Marion Shilling, Robert Ellis, Ethel Wales.

Story is none too original, but Gibson's following will be satisfied. This western is no worse nor any better than the others. It keeps a neat average.

Estimate: Will hold up.

## "Sinister Hands"—Kent

Jack Mulhall, Phyllis Barrington, Craufurd Kent, Mischa Auer.

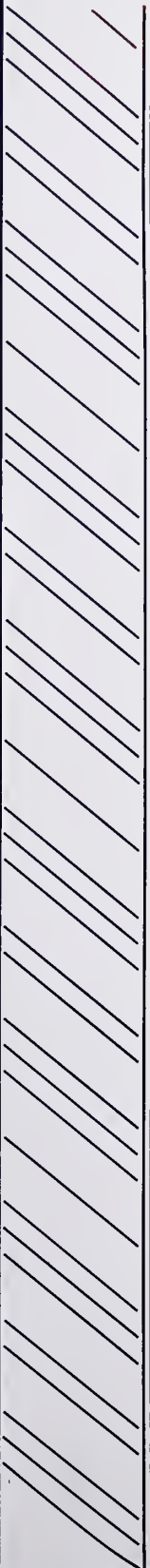
It will interest the audience. With a murder, the usual amount of mysterious happenings and sundry doings, "Sinister Hands" will get across.

Estimate: Repeat the Chesterfield slogan.





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tory on the 5th and 20th of  
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*Publishing Office:*

**219 N. Broad Street, Philadelphia**

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THE NEW YORK STATE

# EXHIBITOR

COVERING THREE FILM ZONES

AN EMANUEL-GOODWIN PUBLICATION

CIRCULATING  
IN NEW YORK  
STATE AND NORTH-  
ERN NEW JERSEY

Vol. 4—No. 20

NEW YORK, JUNE 25, 1932

PRICE, 15 CENTS



Last year we  
said it . . .

This year we  
emphasize . . .

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*The New York Times, June 12th*

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Tunefully delightful and capably directed.

—New York Morning Telegraph

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—The Film Daily

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# Who Can Ask For Anything More?

MOTION PICTURE  
**DAILY**  
Monday, May 16, 1932

Jun 25 '32 pg. 3

## "Lena Rivers" Tops Seattle With \$15,000

SEATTLE, May 15.—"Lena Rivers," with Olsen and Johnson on the stage at the RKO Orpheum, was the big draw of the week here, pulling \$15,000. This is \$2,000 above average.

All the other houses in town suffered, none of them hitting par. Estimated takings for the week ending May 8:

"THREE WISE GIRLS" (Col.)  
BLUE MOUSE—(950), 15c-25c, 7 days.  
Gross: \$3,700. (Average, \$4,000.)  
"THE TRIAL OF VIVIENNE WARE" (Fox)  
FOX FIFTH AVENUE—(2,750), 35c-50c-60c-75c, 7 days. Stage show. Gross: \$12,000. (Average, \$13,000.)  
"EX-BAD BOY" (Univ.)  
and  
"THE DRIFTER" (S. R.)  
LIBERTY—(2,600), 10c-15c-25c, 7 days.  
Gross: \$5,000. (Average, \$6,000.)  
"SCARFACE" (U. A.)  
MUSIC BOX—(950), 25c-35c-50c-75c, 2nd week, 7 days. Gross: \$6,000. (Average, \$6,500.)  
"LENA RIVERS" (Tiff.)  
RKO ORPHEUM—(2,650), 25c-35c-50c-60c-75c, 7 days. Vaudeville. Gross: \$15,000. (Average, \$13,000.)

MOTION PICTURE  
**DAILY**  
Saturday, April 30, 1932

## "Lena Rivers" Gets \$8,200 In Providence

PROVIDENCE, April 29.—"Lena Rivers" was the only draw in a dull week here, due to a strong legitimate competition and a rodeo. The Tiffany feature, at Fay's with a vaudeville program, went \$200 above average for a gross of \$8,200.

Estimated takings for the week ending April 28:

"THE CROWD ROARS" (Warners)  
MAJESTIC—(2,400), 15c-50c, 7 days.  
Gross: \$10,000. (Average, \$10,000.)  
"WORLD AND THE FLESH" (Para.)  
PARAMOUNT—(2,300), 15c-50c, 7 days.  
Gross: \$6,100. (Average, \$6,000.)  
"DESTINY RIDES AGAIN" (Univ.)  
RKO VICTORY—(1,600), 10c-35c, 7 days.  
Gross: \$3,000. (Average, \$3,000.)  
"LENA RIVERS" (Tiff.)  
FAYS—(1,600), 15c-50c, 7 days.  
Gross: \$8,200. (Average, \$8,000.)  
"SCANDAL FOR SALE" (Univ.)  
RKO ALBEE—(2,300), 15c-50c, 7 days.  
Vaude. Gross: \$10,000. (Average, \$10,000.)

MOTION PICTURE  
**DAILY**  
Monday, May 9, 1932

## "Lena Rivers" Goes Big in Portland Run

PORTLAND, May 8.—"Lena Rivers" was the big drawing card here last week, getting \$12,400 at the RKO Orpheum, which is \$2,400 better than average. "Scarface" was strong at the Paramount. Business at other houses was average or less. Estimated takings for the week ending May 6:

"BEHIND THE MASK" (Col.)  
HAMRICK'S MUSIC BOX—(1,800), 25c-35c, 6 days. Gross: \$4,000.  
"SCARFACE" (U. A.)  
PARAMOUNT—(3,068), 25c-60c, 7 days.  
Stage show with Lynn Cowan, m. c. Gross: \$13,700. (Average, \$12,000.)  
"THE SPECKLED BAND" (First Division)  
RIALTO—(1,400), 25c-35c, 7 days. Gross: \$2,800. (Average, \$3,000.)  
"DISORDERLY CONDUCT" (Fox)  
FOX UNITED ARTISTS—(945), 25c-35c, 7 days. Gross: \$3,000. (Average, \$3,000.)  
"LENA RIVERS" (Tiff.)  
RKO ORPHEUM—(1,700), 25c-50c, 7 days. Vaudeville. Gross: \$12,400. (Average, \$10,000.)

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62 Feature Productions

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42 Two-Reel Comedies

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104 Pathe News



Jun 25 '32 pg. 4

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Jun25'32 pg. 5



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LESLIE BANKS

ARLINE JUDGE

JILL ESMOND



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product  
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**The Only Companies That Are  
READY NOW for 1932-’33**

Jun25'32 pg. 6





# YOUR PROSPERITY CHART

## FOR JULY

<p><b>July 2nd</b>  <b>"THE DARK HORSE"***</b>                  With Warren William, Bette Davis, Guy Kibbee. The industry's new sensation.</p>	<p><b>July 9th</b>  <b>"WEEK-END MARRIAGE"***</b>                  With Loretta Young, Norman Foster, George Brent. From the best-seller by Faith Baldwin.</p>	<p><b>July 16th</b>  <b>JAMES CAGNEY in "WINNER TAKE ALL"*</b>                  With Marion Nixon, Guy Kibbee, Dickie Moore.</p>	<p><b>July 23rd</b>  <b>BARBARA STANWYCK "THE NIGHT FLOWER"***</b>                  With George Brent, Hardie Albright. From the best-seller by Arthur Stringer.</p>	<p><b>July 30th</b>  <b>"MISS PINKERTON"***</b>                  By Mary Roberts Rinehart. With Joan Blondell, George Brent.</p>
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## FOR AUGUST

<p><b>Aug. 6th</b>  <b>"STRANGER IN TOWN"***</b>                  With "Chic" Sale, Ann Dvorak, David Manners, Noah Beery, Raymond Hatton.</p>	<p><b>Aug. 13th</b>  <b>WILLIAM POWELL and KAY FRANCIS in "JEWEL ROBBERY"***</b>                  From this season's B'way hit.</p>	<p><b>Aug. 20th</b>  <b>"CROONER"***</b>                  With David Manners, Ann Dvorak, Ken Murray, Guy Kibbee.</p>	<p><b>Aug. 27th</b>  <b>"DOCTOR X"***</b>                  Mightiest of all mystery hits. With Lionel Atwill, Fay Wray Lee Tracy.</p>
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## FOR SEPTEMBER

<p><b>Sept. 3rd</b>  <b>CONSTANCE BENNETT in "TWO AGAINST THE WORLD"*** and EDWARD G. ROBINSON in "TIGER SHARK"***</b></p>	<p><b>Sept. 10th</b>  <b>"BIG CITY BLUES"***</b>                  With Joan Blondell, Eric Linden, and RUTH CHATTERTON in <b>"CHILDREN OF PLEASURE"***</b>                  (Tentative Title)                  With George Brent. From best-seller by Larry Barretto.</p>	<p><b>Sept. 17th</b>  <b>JOE E. BROWN in "YOU SAID A MOUTHFUL"***</b></p>	<p><b>Sept. 24th</b>  <b>GEORGE ARLISS in "A SUCCESSFUL CALAMITY"***</b>                  With Mary Astor, Grant Mitchell. From the famous play by Clare Kummer.</p>
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## FOR OCTOBER

<p><b>Oct. 1st</b>  <b>"BLESSED EVENT"***</b>                  With Lee Tracy, Mary Brian. From the biggest stage comedy smash of 1932.</p>	<p><b>Oct. 8th</b>  <b>RICHARD BARTHELMESS in "CABIN IN THE COTTON"***</b>                  with Bette Davis, Dorothy Jordan. From the best-seller by Harry Harrison Kroll.</p>	<p><b>Oct. 15th</b>  <b>DOUGLAS FAIRBANKS, JR., NANCY CARROLL, in "REVOLT"***</b>                  (Tentative Title)                  With Lilyan Tashman</p>	<p><b>Oct. 27th</b>  <b>BARBARA STANWYCK in "THE PURCHASE PRICE"***</b></p>
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## FOR NOVEMBER

<p><b>Nov. 5th</b>  <b>"LIFE BEGINS"***</b>                  With Loretta Young, Eric Linden, Aline MacMahon.</p>	<p><b>Nov. 12th</b>  <b>WILLIAM POWELL KAY FRANCIS in "ONE WAY PASSAGE"***</b>                  With Aline MacMahon.</p>	<p><b>Nov. 19th</b>  <b>JOE E. BROWN in "CAMPUS HERO"***</b></p>	<p><b>Nov. 26th</b>  <b>"20,000 YEARS IN SING SING"***</b>                  With George Brent, Ann Dvorak. From best-seller by Warden Lawes of Sing Sing.</p>
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## FOR DECEMBER

<p><b>Dec. 3rd</b>  <b>"THREE ON A MATCH"***</b>                  (Tentative Title)                  With Joan Blondell, Warren William, Ann Dvorak, Bette Davis.</p>	<p><b>Dec. 10th</b>  <b>EDW. G. ROBINSON in "SILVER DOLLAR"***</b>                  With Bette Davis, Aline MacMahon, Alan Dinehart.</p>	<p><b>Dec. 17th</b>  <b>"I AM A FUGITIVE"***</b>                  With Paul Muri. From the sensational book by Robt. E. Burns.</p>	<p><b>Dec. 24th</b>  <b>GEORGE ARLISS in "THE ADOPTED FATHER"***</b></p>	<p><b>Dec. 31st</b>  <b>"THEY CALL IT SIN"***</b>                  With Loretta Young, David Manners, George Brent, Una Merkel.</p>
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(This schedule will be changed only if it is to your interest to do so.)

# 15

Jun 25 '32 pg. 7

for 1932-'33 will be

# READY AUG. 1<sup>st</sup>!

\*A WARNER BROS. PICTURE  
 \*\*A FIRST NATIONAL PICTURE



# The New York State EXHIBITOR

Issued on the Tenth and Twenty-fifth by

**Emanuel-Goodwin Publications**

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Vol. 4, No. 20

June 25, 1932

## Fair Exchange

OUT of the depression has arisen a great fraternity of major producers. Peace, good will, a common brotherhood has arrived.

In many parts of the country, producer-circuits are swapping houses. In order to cut down losses and perhaps increase profits, chains are using a pertinent eeni-meeni-mini-mo system whereby one chain operates competitive houses in the same town, with the other circuit permitting the same method in another red-ink locality. Thus far, there seems to be no protest from the government.

Now, in the Hollywood studios this same feeling of mutual comradeship has developed. Stars, it appears, are being exchanged. Thus, Gable goes to Paramount, March to Metro, William to Metro, Crawford to United Artists. These headline a new policy.

No one can deny that such deals will be for the good of the trade. There are just a handful of name-pulling stars. Using them more, provided the vehicles are of a general merit, means bigger intake at the box offices.

Naturally enough, there will probably be some disadvantages with the new policy. A salesman for one concern will no longer be able to boast that a star will be seen in that company's pictures only. Before the season is up, the same star may be in pictures of several concerns.

Again, with the presence of a big name, the distributor borrowing the star will, no doubt, seek a greater return, thus placing the handicap on the exhibitor.

Then, too, if the practice continues, there may come a time when this comradeship and friendship between theatre departments and studios may bring about even a greater contact. It is already being rumored that ad departments and shipping units will be combined into one great division, to cut costs. As has been evidenced, this will probably result in decreased efficiency. It is not difficult to vision a period 25 years from now when there will be one company, distributing several brands and taking orders over the phone.

That there is merit to the closer contact between companies cannot be denied, but it brings up the thought that someone ought to invent a system which will almost guarantee all divisions of the business a reasonable profit, including the exhibitor.

In this era of new plans, his interests seem to be forgotten.

## A Lesson to Be Learned

“THAT exhibitors are pulling for us to make good product—that they are standing in back of us in our determination to lift our company's pictures out of the rut and into the better gross class is of tremendous value to us—will mean a lot to us in our fight to buck the current depression.”

George Schaefer, sales manager for Paramount-Publix, was speaking at a recent meeting of exhibitors.

Schaefer is sincere. He speaks for Paramount. He expresses the sentiments of a company which has known the heights, which has very nearly touched the bottom, and which, through it all, has never failed to recognize the fact that exhibitor good will, exhibitor support is all essential, if any company is to survive the rough spots as well as the smooth.

Any company does not need assistance when the sailing is easy. Good pictures are their own advertisements.

Then, when the water gets rough, the product falls, the grosses slip—that's the time when the good will that must be earned during times of prosperity must keep up the standing, the spirit of the organization that falters.

Exhibitor good will—gained when a company does not have to call upon it—when a company necessarily can be dominant because of high quality of pictures—is most important at that time as a surplus for the times of depression.

Paramount will successfully weather the storm, for it has prepared for a rainy day. It has presented the industry with a lesson that all other companies can study with profit.

## Vaudeville of the Future

WITH vaudeville definitely not undergoing that comeback period predicted for it, with recognized vaudeville circuits returning to all film policies, and with the usual group of high rating thespians remaining in the radio and motion picture ranks, a problem is arising.

Where will the vaudeville stars, the flesh performers of the future come from?

Under the old regime, the better vaudevillians, after years of experience in the smaller towns, gradually proved their worth, reached big money, after a process of many seasons.

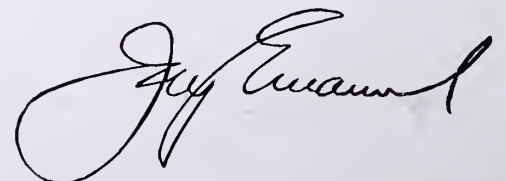
Now, with fewer vaudeville houses, these opportunities are not so plentiful.

Only in standardized amateurs, in seasoning sponsored by the remaining flesh houses, can the solution rest. A serious situation of the future can be averted if the solution is applied now.

## Price Cutting

ONE by one the theatres that have slashed admission prices have begun to realize that even the bait of reduced tariff for some pictures fails to evoke response.

To reduce admissions results only in a greater loss on the poor days and a lesser intake when a good picture arrives.





# Plan State-wide Meeting to Help New Allied Organization Gather Members

## Thanks

At the Allied meeting of independent motion picture operators in Newburgh recently, a number of owners and managers spoke in appreciation of the support which THE NEW YORK STATE EXHIBITOR is giving. It was declared that the policy of the publication is consistently helpful to theatremen in problems with which it is difficult for them individually to cope. Particular reference was made to THE NEW YORK STATE EXHIBITOR editorials.

## Heard In

**44TH STREET**  
Siegel Leads and Wolff Is Sick

HENRY SIEGEL is leading the present Paramount drive. . . . Henry Randel, the golf and financial wiz, is second. . . . He won the first. . . . Randel went around in 56 last week. . . . For four holes. . . . By that time, all his clubs were broken. . . . Some of the New Jersey managers attended the New Jersey Allied convention. . . . Central is showing pictures again. . . . So is the Globe. . . . Gaiety is closed. . . . The three houses switch policies very often.

BOB WOLFF has been sick with the grippe. . . . Myron Starr went to the Schwartz circuit, MacCumber replaced him, and Harry took Mac's place. . . . Capitol, Haverstraw, has changed hands. . . . Library Hall, Matituck, L. I., has changed hands, with D. Bisson president.

THAT PROMOTION handed to Ed Schnitzer will mean a lot to Educational. . . . Meanwhile, Messrs. Greenblatt and Rosengarten should prosper well with their

## New York City Safe

Allied New York will make no attempts to invade the metropolitan area, meaning the local boros.

A high Allied official ventured this information this week.

Allied New York will be content to gather converts in the entire state-wide territory rather than attempt to combat the T. O. C. C. here.

Whether or not, Charlie O'Reilly, T. O. C. C. head, intends to go ahead with his state association is still open to question. That many of the exhibitors who are now Allied members originally wanted to get into the O'Reilly sponsored unit is well known.

## Central Hudson Body Schedules Sessions in Capital City, July 12 — Invitation Extended For All Independent Exhibitors

Allied New York is planning an expansion campaign. All the owners and managers in attendance at the initial meeting have signed up as members, and additional memberships are being received by the secretary almost daily.

## With Educational



Ed Schnitzer

Who has been with Fox, is now New York branch manager for Educational, succeeding Arthur Greenblatt, who opens Invincible Exchange with Dave Rosengarten. Schnitzer is popular and should help Educational's growth. In another promotion, Sol Edwards becomes assistant sales manager of World Wide.

Schnitzer will be tendered a luncheon at the Astor, July 6.

Invincible exchange. . . . Meanwhile, Joe Lee will have more work at Fox. . . . A lot of the boys went over to "Pop" Korson's testimonial in Philly last week. . . . Don't forget that this month is Harry Buxbaum month.

WARNER CLUB'S boat ride was a big success. . . . A baseball game was a big feature. . . . The local unit has 1,642 members. . . . It plans a big season.

LOUIS ALAHAN is the new MGM booker here. . . . Succeeding H. Margolis. . . . Earle Sweigert hopped down to Iz Hirshblond's lobster dinner and golf at Toms River, N. J., last Tuesday. . . . Sidney Samuelson was there, too. . . . Sweigert won something or other. . . . Max Halperin is managing the Fordham.

Officers and directors met again in Newburgh, June 15, when various details of the unit's setup were worked out and arrangements were made for a general membership meeting in the Ten Eyck Hotel, Albany, July 12. This will be a state-wide gathering, with attendance from the Southern Tier, the Utica and Syracuse districts, Rochester, Buffalo and the northern section of the state.

Hudson Valley is now well organized, with the co-operation of the capital district, and it is now intended to extend the organization to all other parts of the state.

At the officers' meeting on June 15 a decision was reached with respect to dues of and qualifications for membership.

A committee on finance was appointed, consisting of Abe Stone, Albany; Robert Goldblott, Tarrytown, and H. H. Frieder, Hudson. Funds will be handled by Treasurer Chester Didsbury, Walden, and Secretary Walsh, Newburgh.

The committee to complete constitution, appointed by President Beck, includes H. H. Frieder, Playhouse, Hudson; T. W. Wisner, Oakland, Warwick, and F. W. Relyea, Colonial, Monroe. This committee is expected to report at the Albany meeting, the committee on arrangements for which is composed of Stone, Albany; Frieder, Hudson, and Silberman, Schenectady.

Formal action was taken to bring the New York unit in close working co-operation with Allied Exhibitors of the United States and also with the New Jersey unit.

Officers and directors held morning and afternoon sessions, with luncheon at 1 P. M., arranged for by Secretary Walsh. The official list included J. M. Beck, president; A. Stone, vice-president; Frank V. Walsh, secretary; Chester Didsbury, treasurer; P. Beckeres, sergeant-at-arms.

Directors: Henry H. Frieder, chairman; William Smalley, Cooperstown; Messrs. Singer, Peekskill; Hathaway, Jr., Middletown; Trainer, Suffern; Silberman, Schenectady; Eisenberg, Wappingers Falls; Friedman, Kingston; Sussman, Pleasantville.

## Schnitzer Luncheon

Now it's Ed Schnitzer, new Educational chieftain, who gets a luncheon.

A committee is at work handling the affair, scheduled for July 6, at which time he will be welcomed into his new post officially.

It will be a neat affair.



# Hosts of Allied Meet in Convention to Consider all Problems of the Industry

## Samuelson Opens Annual Meeting—Associated State Groups Attend St. Charles Sessions—Much Activity Apparent at Gathering

Allied Jersey held its 13th annual convention at Atlantic City this week, and the meeting was the signal for a gathering of eastern Allied units.

Opening sessions of the body, held Wednesday, saw Sidney Samuelson holding the reins.

In order that any adverse propaganda now being distributed by various organizations might be combatted, it was voted that an investigation be made into fires in booths, in order that the organization might know what the difference in one-man or two-man operation as far as safety is concerned might be.

Discussion of an organization movement whereby the body would shut down to three days a week in operation of its houses occupied the centre of attention.

Opposition to the 5-5-5 contract developed at the meeting, with the understanding that if the body did adhere to it, there would have to be many changes.

It looked Thursday (23) as if Sidney Samuelson would be re-elected president of the body with the majority of the present officers still holding the fort.

Members of other Allied groups attended the meeting of the Jersey body, with expectation that a star chamber session would occupy the larger share of attention later.

There were more than 100 present at the opening sessions, with many from New York state Allied and other eastern spots present.

Complete coverage of the convention with additional sidelights and off the record developments will be presented next issue.

## Screen Resurfacing Advice

Resurfacing of motion picture screens by theatre personnel usually leads to unsatisfactory results, according to a report of the Projection Screens Committee of the Society of Motion Picture Engineers. Tests made by the committee showed that less reflection properties are restored to the screen when resurfaced by the theatre than when they are resurfaced by the manufacturer.

The tests showed that the reflection factor of 85 per cent possessed by a new diffusing type screen is reduced to 60 per cent after two years of use. When this screen was refinished by the exhibitor its reflection factor is increased to 65 per cent, but when the same screen was refinished by the manufacturer the reflection factor was increased to 82 per cent or only 3 per cent less than its original factor of reflection.

## Changes Positions



Arthur Greenblatt

Who, with Dave Rosengarten, is now the head of a new independent exchange. Associated with them is Henry Horowitz, son of an old-time exhibitor, operator of a chain of theatres in Brooklyn.

Greenblatt was last with Educational, where he made a neat record. The new exchange will have 36 productions during the new season.

## Heard In

**CROSSTOWN**  
Roxy May Close and Some Changes

NOW THAT LOCAL 306 is going to fight for its honor, some exhibitors will wonder if they will be accused of seduction or something like that. . . . The puny, child-like sons of 306 hardly can be accused of being pansies. . . . Or maybe it was all a publicity story. . . . But Local 306 was put on the pan, or the permit system was, at that Columbus convention of the unions. . . . Harry Kosch will hold the wheel of the Roxy for some weeks to come, the court has decided. . . . Hausner, the aviator, was an operator at the local Stanley before he hopped. . . . Maybe he still is. . . . Local 306 should be proud of him. . . . Skouras and RKO are making deals.

## More Unite?

There were reports around that more Allied units were to be organized.

That some of the bodies would be direct competition to organizations now in power was rumored, but convention officials could not be secured to speak of it.

Many independent exhibitors from non-Allied territories were present at the Atlantic City sessions.

ROXY MAY CLOSE shortly for the summer. . . . It has been denied, but it may close. . . . Columbia held its outing last week up the Hudson somewhere. . . . Local 802, Musicians Union, failed to get independent domination sanction from the parent body at the coast convention. . . . What to do with the tax presented a problem to the local chains. . . . Most of the inde houses aren't affected. . . . That deal between Skouras and RKO is nearly set, with the Jefferson, Coliseum (RKO), and the Academy and Audubon affected by a profit-sharing arrangement. . . . Others may be included later. . . . Joe Plunkett is leaving RKO. . . . Alvin Adams is going with Columbia. . . . Myron Starr is now with A. H. Schwartz.

LOCAL 306 has already filed an appeal on that picketing injunction matter. . . . It will be watched with interest. . . . The AMPA group will have an outing soon. . . . Al Sherman and Ed Finney have had an offer, in four figures, for their play. . . . It looks swell as a movie opportunity. . . . An inde producer thinks it will be great as first on his list. . . . But Sherman and Finney want to give the majors the first crack. . . . That FILM DAILY golf tourney turned out to be a great affair. . . . Yes, indeed. . . . With the elect of the industry present. . . . That front at the Mayfair caused comment, and deserved a big hand. . . . It was the best seen on Broadway in months. . . . And "Bring 'Em Back Alive" was aided.

RIALTO, BELMAR, N. J., reopens July 1. . . . License commissioner closed the Lenox Little Theatre for one reason or another. . . . Frank Someralli has taken the Palace, Port Jervis, N. J., closed for several years. . . . Star, Cliffside, N. J., has changed hands. . . . Among closed houses are the New Plaza, Jersey City; Liberty Theatre, Manhattan; Majestic, Jersey City; Rex; National, Newark; New Ideal, Brooklyn. . . . Frank Vallie has the Cinelli Savoy, Bronx.

PROMOTION of Sol Edwards to be chief lieutenant to sales chief Goldberg at World Wide meant promotion for him and was deserving. . . . Most of the local houses are passing on the tax to the public. . . . In various parts of the country the chains are slashing prices. . . . But little good will come with it because the public figures the government tax forced the chains into action. . . . Charlie O'Reilly headed a meeting this week that was supposed to look into price slashes. . . . Sherman Kane and Arthur Eddy were Atlantic City visitors.



# Last Call . . .

TO ORDER YOUR

## COOLING TRAILERS

PUBLICIZE THE COOL COMFORT OF YOUR  
THEATRE WITH NATIONAL SCREEN SERVICE  
KEEP KOOL TRAILERS

EXCELLENT SALES COPY  
BEAUTIFUL ANIMATION  
ARTISTIC NOVEL BACKGROUNDS  
SPECIALLY RECORDED MUSIC  
LOWEST PRICES

Write for our "Keep Kool" Manual and any other information you desire on special announcement trailers.

All our offices maintain Special Service Departments completely equipped to furnish exhibitors with screen announcements of every description and style.

For other ideas, suggestions, general information and prices write or get in touch with our nearest office.

**4TH of  
JULY  
Holiday  
Trailer  
NOW READY!**

# NATIONAL SCREEN SERVICE

## AD-VANCE TRAILERS

(Special Service Departments)

NEW YORK  
126-130 W. 46th St.

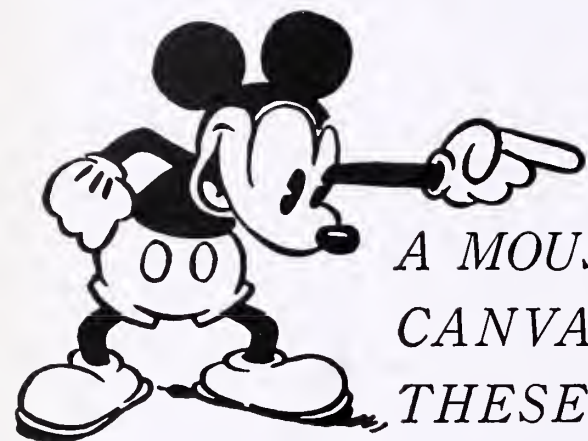
CHICAGO  
1307 So. Wabash Ave.

DALLAS  
300 $\frac{1}{2}$  So. Harwood St.

LOS ANGELES  
1922 So. Vermont Ave.



# **B**ACKED UP WITH THE GREAT EVER PREPARED ON ANY SEE



## A MOUSE-TO-MOUSE CANVASS REVEALS THESE FACTS—

1. Every man, woman and child in this country has seen MICKEY MOUSE and SILLY SYMPHONIES on an average of at least ten times, figures showing an estimated attendance of ONE BILLION FIVE HUNDRED MILLION PEOPLE TO DATE.

2. MICKEY MOUSE CLUBS, now total ONE THOUSAND with TWO THOUSAND MORE TO BE ADDED THIS YEAR. Over a MILLION children are now active members with TWO MILLION more waiting to join.

3. Millions upon millions of lines of publicity have appeared in magazines and newspapers. The MICKEY MOUSE and SILLY SYMPHONY COMIC STRIPS are now running in hundreds of newspapers daily.

4. Fan mail received by MICKEY and WALT DISNEY averages 800,000 letters a year. Popular songs about MICKEY are reaching millions over the air and his name is plugged continually by columnists and performers on the stage.

5. No wonder exhibitors are advertising MICKEY MOUSE and SILLY SYMPHONIES on their marquees, in their lobbies, in their ads, EQUALLY with the feature (and in many instances OVER the feature), for every live showman KNOWS their tremendous box-office power.

Jun25'32 pg. 12



FREE! Watch out for the b  
forward to every exhibitor in A  
complete, ready to put over,

REMEMBER! WE HANDLE NO OTHER SHOW  
PICTURES TO GET THIS *New* SERIES OF 10



BEST EXPLOITATION CAMPAIGN  
ES--HAIL! THE *New* WALT DISNEY



# MICKEY MOUSE and SILLY SYMPHONIES

In buying the *New* series, you get not only the pictures themselves, great as they are, but in addition, a tremendous exploitation campaign, tying in with twenty-six manufacturers serving 200,000 stores, giving you thousands of window displays and cooperative newspaper ads at no cost to yourself.

*Series for the season 1932-33 Now Booking*

*APPLICATIONS WILL BE CONSIDERED IN THE ORDER OF THEIR RECEIPT! FIRST RELEASE JULY 15TH!*



Jun25'32 pg. 13

page campaign book now going  
a! A thousand stunts and tie-ups,  
y to make money for YOU!

S! YOU DON'T HAVE TO BUY ANY OTHER  
MICKEY MOUSE AND 13 SILLY SYMPHONIES



## Kaplan Presents Case Before Public

Local No. 306 is taking ads in daily papers to refute the assertion that members are racketeers. The ad says that Local No. 306, officers and members, are unqualifiedly against violence or threat of violence or coercion in any form. An analysis of members shows that 1,200 of the 1,300 support families, including 2,300 dependent children. It goes on to show, through statistics, the standards of those families.

It mentions the danger angle in projecting film, asserting that Local No. 306 members are abreast of the times and that danger is at a minimum when they are on the job.

The article, signed by President Sam Kaplan, is followed by a list of houses in the metropolitan area using No. 306 members.

Recently, in Columbia convention, the national body frowned on the system used locally, whereby permit men, not members of the union, are permitted to work for a payment of a fee.

### Heard In

## ALBANY

Hopper Opens at Haines Falls — Voght Visits

By Bill

"LEFTY" MILLIGAN, son of Mr. and Mrs. A. E. Milligan, Schuylerville exhibitors, has been transferred to the Wilkes-Barre, Pa., baseball team. . . . Charles Wilson, Bijou, Troy, went to Atlantic City to attend the convention of Allied. . . . Floyd Voght, manager, Ritz, Kingston, was a visitor along Film Row in June. . . . Strand, Millbrook, operated by Albert MacKinnon, opened June 18 and Keens Theatre, Phoenicia, operated by Edward Keen, opens soon. . . . Grand Hotel (real hotel, not the picture) at Highmount will show pictures two nights a week for the free pleasure of its guests.

NEIL HOPPER will open the theatre at Haines Falls in the Catskills in July. . . . Sue Lewis, Weller Theatre, Alexandria Bay, increased business recently by adding Punjab, Indian fakir, to her picture show. . . . Proper promotion gave the town of Gouverneur an \$800 night with pictures.

ALBANY WARNER CLUB has 200 members. . . . An affair was held at the New Kenmore Hotel recently. . . . Charles Smakwitz is chairman of Albany unit, No. 1; Etta Altman, secretary, and Fred Smolen, treasurer. . . . Committee chairmen include Dick Strewé, W. B. Grant, Ray Smith, Joe Feldman. . . . Unit No. 2 includes Elmira, while Unit 3 includes Buffalo, Batavia, Dunkirk, Hornell, Jamestown, Medina, Olean, Wellsville.

FRED DUFFY, Universal, says he got caught in Tupper Lake in the Adirondacks with a straw hat the first week in June. . . .

## A Statement From New York Allied

(Exclusive)

Officers of the new Allied organization of New York state, in an exclusive statement to THE NEW YORK STATE EXHIBITOR, made it plain that the group is not hostile to producers, but, on the contrary, is desirous of co-operating with them in the improvement of conditions.

But it is not fundamentally as a reform organization that New York State Allied has entered the field, but rather as an agency through which independent theatre men can speak authoritatively as a group for orderly and progressive remedying of unfavorable conditions. Not only will the organization labor with similar state bodies and the national association for improvement, but it will invite and welcome the co-operation of producers and distributors, seeking to bring about a better feeling and understanding among all concerned.

Coming close to home, New York Allied proposes to be of the greatest possible help to its members and the industry, aiding in the solution of individual problems, assisting in the purchase of supplies, standardizing practices, and maintaining a stable code of ethics.

## "What Price Hollywood"

Constance Bennett is again box office in "What Price Hollywood," a Radio money flicker, if there ever was one.

What the stenogs think Hollywood is like has been tied up with one of those yarns that finds the heroine making good as an actress, etc.

Lowell Sherman, as a perpetually intoxicated director; Neil Hamilton, and Gregory Ratoff, whose picture of a Hollywood producer seems lifelike, give the star excellent support.

The show is made for the box offices. Radio has contributed a swell shekel grabber.

J. E.

There was snow at Saranac Lake that week. . . . Mike Kallett, Kallett chain, Oneida, has a small movie camera and projection machine and takes a lot of pictures for his own amusement. . . . Star, Northville, closes June 25 because of the opening of Sacandaga Park, nearby. . . . Northville house always has felt the opposition of the big summer park.

RKO PROCTOR'S THEATRE has closed until August. . . . Arbor Theatre, Walter Sucknow, is closed for repairs. . . . Charles Girard, Lyric, Tupper Lake Junction, and also proprietor of the town hotel, is trying to help out the unemployment situation in his town by permitting homeless and unemployed men to sleep in the lobby of his hotel. . . . Harrisville Theatre, operated by Mr. and Mrs. Tatman, has gone from four nights a week to one night. . . . Ryder and Bryant have taken over the State Theatre, Carthage. . . . It was formerly operated by Lawrence Carkey.

## In Albany



Howard Beaver

Is now the Albany branch manager for Educational World Wide. He was last in Washington, where he made an enviable record for himself.

### Heard In

## SYRACUSE

Boys Ought to Get Together on Booking

By I. S.

OVER 200 FRIENDS attended the testimonial dinner given to Harry Shaw, Loew's State managing director, by Mt. Sinai Lodge, F. and A. M. . . . Onondaga County Grand Jury, considering arson charges, commended the investigation made by the local fire department, under the charge of Charles K. Wilkes.

FOR THE SECOND time RKO Keith's and Warner's Strand plugged the same film for their incoming attraction, with the deal whereby Keith's takes over the Strand not fully settled. . . . "Street of Women," Kay Francis' starring vehicle, set for Warner's house, was reported to be en route to the RKO theatre with trailers sent in from the Buffalo exchange, supposedly settling the question as to whether the merger was completed. . . . Consequently, signs were hung out by Keith's, with the Warner's house duplicating them. . . . Matter was not settled until the Tuesday night before picture was to come in, when Keith's substituted "Thunder Below." . . . Paramount product, due to closing of the local house, is now playing at both Loew's and Keith's.

### Broadway, Newburgh, Cuts

Broadway, only Newburgh Publix house now operating, has cut Saturday night prices, always heretofore high, to 40 cents top.

### Strand, Nelsonville, Closes

Strand, Nelsonville, Putnam County, has closed for a few weeks.



Heard In

**BUFFALO**

Benefit Helps and a Lot of Houses Close

By Mary Ann

TEARS WERE BROUGHT to the eyes of a little grey-haired mother, when her son Stanley was presented with a purse of \$21.00 collected from the employees of RKO, METRO, UNIVERSAL, COLUMBIA, UNITED ARTISTS, and MOTION PICTURE THEATRE OWNERS. Stanley operates the rear elevator in the Film Building. He was knocked down by a truck that was backing out of the runway, and his leg was broken in six places.

**BEN WALLERSTEIN**, manager, Broadway, Buffalo, turns lease back to the owner of the building, Dr. M. F. Krystaniak, in controversy over increased rental. . . . Ben is now working out of New York office, Warner's theatre department. . . . Dot and George Gammel, managers, Unity and Seneca Theatres, Buffalo, have moved to Crystal Beach. . . . Art Young, booker, Paramount, has resigned. . . . Art Woodward succeeds him. . . . Witlaw Reid moves up from assistant shipper to assistant booker, and Robert Niebrick is now assistant shipper. . . . Charlie Goodwin, Educational salesman, is at home ill. . . . Charlie Boasberg, RKO salesman, is at present in the hospital. . . . Elmer Lux, manager, First Division, Buffalo, is building a new summer home at Crystal Beach. . . . Bernice Banaszak, pretty manager, Artistic Theatre, Buffalo, will close Saturdays during the summer months. . . . She expects to close for a period of two weeks some time in August for a much needed vacation.

**MARVIN ATLAS**, manager, Falls Theatre, Niagara Falls, will remain open on Friday, Saturday and Sunday nights during summer. . . . Al Kauffman announces that the Capitol Theatre, Rochester, closed this week. . . . Nick Basil, Basil interests, has reduced his prices at the Genesee up to 7.30—20c; nights, 25c. . . . Max Levine, manager, Masque Theatre, Buffalo, will close Tuesday, Wednesday and Thursday during the summer. . . . Alcazar Theatre, Brocton, reopened. . . . Community Theatre, Solvay, closed for the summer. . . . Dewey Michaels announced Avon Theatre, Buffalo, will close on Saturdays.

**A. C. BEHLING** and attractive wife announced that they will close their Fillmore Palace Theatre Wednesday and Saturday nights for the summer, and their Sylvia Theatre Tuesday nights for the same period. . . . Harry Lutz, manager, Hollywood Pictures Corporation, spent the past few days in New York City. . . . "Bachelor Affairs" was screened at the Fox screening room Monday. . . . Howard McBride, brother of Margie, Sid Samson's secretary at Fox, was married recently. . . . Clayton Sheehan, foreign manager, Fox, spent the past three days in film row, visiting his brother Norman. . . . Winnie Sheehan, vice-president, Fox, also passed through Buffalo on his way to California.

**DICKMAN'S FILM FLICKERS** played the Amendola Girls' Baseball Team, losing 12 to 9. . . . Ralph Maw featured with three errors. . . . Geraldine Hoffman presented her Third Annual Revue at the Elks, in which Ruth Rappaport, booker, Warner Brothers, and her sister, Mrs. Sarah Weil,

*The Hollywood Cycle Wends Its Way*



And Columbia offers Pat O'Brien, Genevieve Tobin and others in "Hollywood Speaks," a Hollywood yarn that will soon be here.

Utica Weather Break

Cold, unseasonable weather has helped to keep up attendance in the motion picture houses in Utica and vicinity. Business in the downtown houses, however, has been nothing to brag about, but, with pared overhead, no music, little advertising, every 25-cent piece counts up in the week's checking.

"Ringer" Set

"The Ringer," from First Division, has been set in more than two dozen Loew neighborhoods, and in many Warner and RKO houses in the city and the up-state zone, including Schenectady, Troy, Rochester and Albany.

secretary to Harry Dixon, Radio, took part. . . . Motion Picture Theatre Owners offices in the film building is the half-way stop for all film people. . . . Right now they are holding a message for Harry Swerdlove, and will be glad to forward same.

**BOB MURPHY**, manager, Bellevue Theatre, has begun a campaign to put new life in the Cataract City house. . . . Neil Miller, Dorothy Mackail's hubby, is in Buffalo. . . . Ken Murray and Mary Brian are scheduled to appear in Buffalo soon. . . . Leon Janney, Hollywood's boy actor, appearing at the Century during this past week, tacked up unusually good business. . . . The Darling Twins, Buffalo's own entertainers, were added to the cast of "Veils."

Heard In

**ELMIRA**

Corning House Closes for Summer Period

By Jay

PROPERTY OWNERS in the vicinity of the Colonial Theatre have been enjoined by a Supreme Court decision from using alley leading to theatre in any way that would interfere with theatre's use of passage, particularly from noon until midnight. . . . Theatres using more space in daily newspapers.

**PALACE THEATRE**, Corning, recently acquired by Skouras Brothers, Inc., has been closed for summer. . . . George Oliver, manager, has been transferred to the management of the Cataract Theatre, Niagara Falls. . . . Fox Theatre, Corning, announces new policy, with house open only Sunday, Monday, Wednesday, Thursday and Saturday. . . . Midnight shows at Capitol and Strand Friday and Keeney Saturday will be continued through summer. . . . Keeney features cooling system.

"Midnight Lady" Soon

"Midnight Lady," with Claudia Dell and Frankie Darrow, is now being distributed by First Division.

It is to be followed by others from the same exchange.

*Now's the Time*



For all good showmen to take a look at "Now's the Time," with Harry Barris, Educational's new star. It packs a lot of laughs.



## FIRST DIVISION ANNOUNCES

From First Division exchange comes an announcement of the product to be distributed by that company during the new season. Here's the lineup:

**EIGHT DE LUXE MONOGRAMS** (metropolitan area only)—Guilty or Not Guilty, Fire Patrol, Strange Adventure, Girl from Calgary, Return of Casey Jones, Man's Law, Wayne Murder Case, Her Hidden Secret.

**MILLION DOLLAR EIGHT** (metropolitan area only) — Thirteenth Ghost, Jungle Bride, Black Beauty, Hell's Highway, God's Country, The Ape, West of Singapore, Devil's Mate.

**EIGHT REX BELL ACTIONS** (metropolitan area only).

**EIGHT BOB STEELE WESTERNS** (metropolitan area only).

Many of the Monogram pictures will be from nationally advertised stories.

**TWENTY-FOUR FROM MAYFAIR PICTURES** (up-state New York territory only).

**TWENTY FROM M. H. HOFFMAN, ALLIED.**

**FOUR ALLIED SPECIALS** — Davey Jones Locker, Red Kisses, Slightly Used, Three Castles.

**FOUR CLASSY MELODRAMAS** — Titles to be announced as they are released, because of timeliness.

**FOUR MONTE BLUES**—The Stoker, The Nestors, Valley of Adventure, Midnight Alarm.

**EIGHT HOOT GIBSON WESTERNS.**

**FOUR MYSTERY THRILLERS**—Sherlock Holmes' Missing Rembrandt, Black Coffee, Condemned to Death, The Ringer, by Edgar Wallace. These will be backed by tremendous exploitation campaigns.

**SIX CHESTERFIELD PRODUCTIONS**—Escapade, Midnight Lady, Department of Justice, East of the Setting Sun, Intimate Strangers, Pitfalls.

**SIX INVINCIBLES**—Thunder in the Night, Devil's Work Shop, Beauty Parlor, Broadway Mystery, For Value Received, Invited Trespasser.

**SIX EXPLOITATION SPECIALS** — First of which is Monte Carlo Madness, with Sari Maritza.

Second will be Dassan, an unusual picture. Other four will be announced later. All will be timely, and up to the minute, aimed for the box office.

## Rochester Slashes

Concerted effort to boost summer business in Rochester was inaugurated by sharp cuts in admission prices of film houses.

Loew's Rochester started the toboggan with a slash from 50 cents to 35-cent top. This house dropped vaudeville, but continued same prices for two weeks, second week playing to slim pickings. Century and Regent, also operated by Publix, also cut. RKO Palace continued at 50-cent top, but the RKO Temple cut from 35 to 25 cents, and 15 cents up to 2 P. M.

Likely that the neighborhoods will be forced to join in the reduction to keep below downtown prices.

## Heard In

**PASSAIC**  
Portee Takes Place of Waldron

By Eye-Ess

SHAKESPEARE'S "HAMLET" was presented in Italian at the Playhouse Theatre (Warner Brothers) recently. . . . Bill Weiss, manager, Capitol Theatre (Warner Brothers), distributed 3,000 cups of ice cream to kiddies as a good-will gesture during the hot weather Saturday. . . . Capitol was chosen by the Chamber of Commerce to hand out hundreds of prizes awarded by merchants in connection with the Passaic Day sales conducted recently.

**JACK PORTEE**, who handled Loew's Theatre, Woodside, Long Island, the past five years and who was with the Fox chain for over four years before that, has been named manager of the Rex Theatre, East Rutherford. . . . He succeeds D. W. Waldron. . . . The Rex is owned by Al Gottesman. . . . Daniel J. Shepherd, manager of the RKO Rivoli, Rutherford, sees a slight increase in business.

## Ridgewood Warner Opens

New 1,500-seat Warner Theatre, Ridgewood, N. J., opened its doors to the public last week.

John S. Anderson, mayor, welcomed Warner Brothers to his city in his speech and urged Ridgewood residents to support the new Warner Theatre, citing the courage called for by the building of such a magnificent theatre in these times.

Representatives of Warner Brothers present at the Ridgewood opening were Joseph Bernhard, general manager, and Mrs. Bernhard, Mr. and Mrs. Moe Silver, Mr. and Mrs. I. J. Hoffman, Mr. and Mrs. Jules Girden, Mr. and Mrs. Harry Rosenquest, Mr. and Mrs. Harold Rodner, Mr. and Mrs. Albert Howson and Mr. and Mrs. Harry M. Kalmine. Kalmine is New Jersey district manager for Warner Brothers, and the Warner, Ridgewood, represents the latest in the string of theatres supervised by him.

## Heard In

**HUDSON COUNTY**  
Mackie Back and Falk Transferred

By Ike

**ART MACKIE** returned from a Carolina vacation. . . . Former Federal Judge James W. McCarthy, chairman of the Hudson County Republican Committee, has been named joint receiver with the Irving Trust Co., New York, of the Fox Metropolitan Playhouses, Inc. . . . After taking title to the Lincoln Theatre, Arlington, from Morris J. Levine, Max Henechowitz, Newark, conveyed the ownership of the property, assessed at \$110,000 by the town of Kearny, to the Morle Realty Corp., Newark.

**LOUIS A. FALK** has been transferred from treasurer of Loew's Jersey City Theatre to assistant manager of Loew's Valencia, Jamaica. . . . George E. Freeman remains as assistant to Manager George Dumond. . . . Don Felice, former Loew's house conductor, is father of an eight-pound son. . . . Saw Dick Libert driving a sleek Packard up Bergen Avenue. . . . Don Albert and George Dumond are planning to vacation in Europe. . . . Skouras theatre managers have been required to take three weeks' vacation each, without pay. . . . Ethel Oxley celebrated a wedding anniversary June 2. . . . Boys of the Jersey City and New York Warner clubs had a baseball game in New York recently. . . . Jack Keale gave a preview of "Young America" at the Fulton for the Scout executives.

## Hudson Cuts

Price cut is announced by houses in Hudson. Playhouse and Park have cut admissions.

## Prosperity Organizes

Prosperity Pictures Corporation has just been organized through Feitelson & Mayers, motion picture attorneys, to handle a group of pictures known as the "Prosperity 8" throughout the world.

M. Kandel, identified with General Film Library Ideal Pictures Corporation, and other motion picture enterprises, is president of the new company. J. H. Hoffberg, well-known exporter, is actively identified as vice-president and general export manager. H. Lendres is secretary, and Jack Lustberg is treasurer and general sales manager.

## Geneseo Fire

Fire broke out in the Palace Theatre, Geneseo, recently, causing \$7,500 damages.

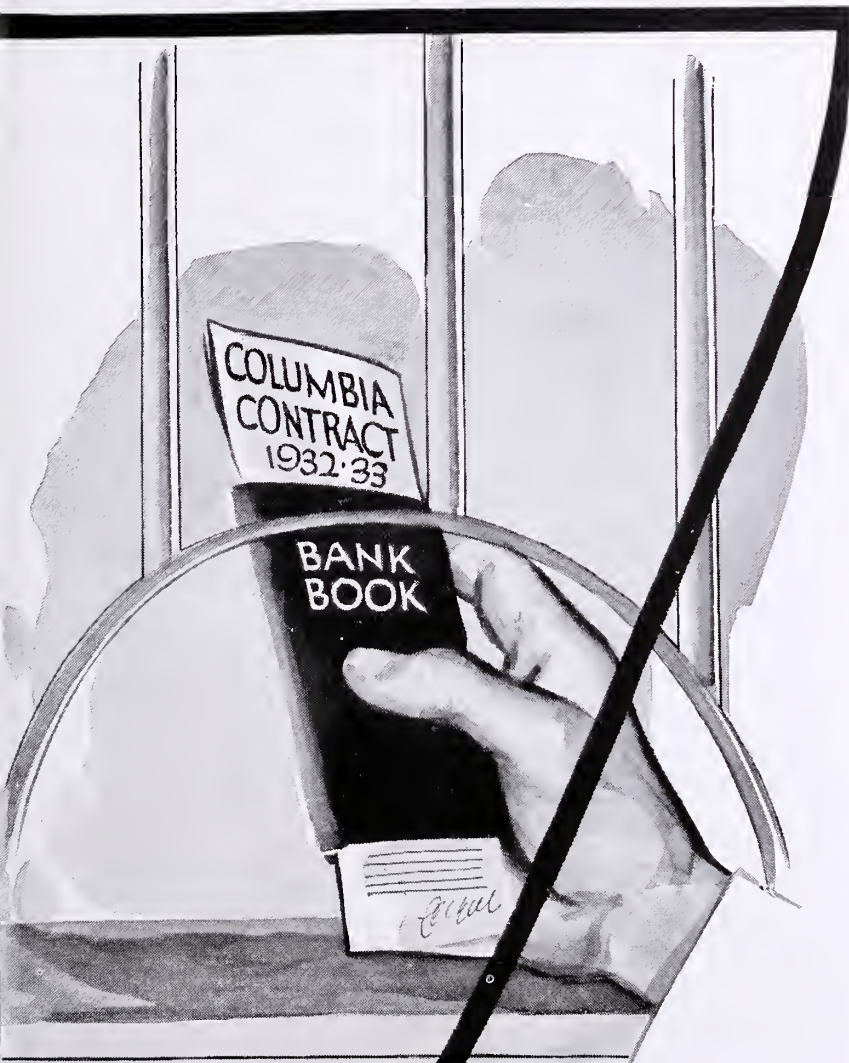
## Publix Declared Okay

District Attorney Schwartz, Poughkeepsie, announces that some time ago he received a complaint from George Cohen, Rialto, against the State (Publix), claiming that the State, in presenting vaudeville, lacks certain safeguards required by law. Schwartz conferred with Building Inspector Brown and Corporation Counsel Van De Water and says he was informed by these officials that there was no known violation in the State.

Nevertheless, there is a report in Poughkeepsie that not only the State, which is managed by Roy Powell, but the Rialto have been advised and directed by state authority to make changes in equipment.



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Jun25'32 pg. 17

**BUY** *Columbia* **FIRST!**





## 166 Releases Announced by Educational Pictures

### Variety and Novelty Keynote of Series

Educational Pictures' complete product line-up for 1932-33 contains a total number of 166 releases.

Educational will have sixty-four two-reel releases, as follows:

Nine Andy Clyde Comedies; six Moran and Mack Comedies; nine Mermaid Comedies, featuring Harry Langdon and others; eight Torchy Comedies, produced by C. C. Burr; six Gleasons' Sports Featurettes, with James, Lucile and Russell Gleason featured in a group of sports stories; six Kendall de-Vally Operalogues, based on famous operas, featuring highlights of the stories and most popular arias; eight Vanity Comedies, to be produced by Al Christie; six Ideal Comedies, a "class" group; six episodes in "The Great Hokum Mystery," comedy serial produced by Johnnie Walker and Monroe Gold.

One hundred and two single-reelers on Educational's new program will include ten series:

Twenty-six Terry-Toons; thirteen "Battle For Life" releases, struggles for the survival of the fittest among insects, birds and animals; six "Baby Burlesks," satires on well-known screen hits, coming out of the mouths of babes, with their oldest player five years' old; fourteen Lyman H. Howe's Hodge-Podge, novelty series combining thrills, laughs and human interest; thirteen Bray's Naturgraphs; six "Do You Remember" reels, flashbacks to the "gay old nineties," produced by Johnnie Walker and Monroe Gold; six "Camera Adventures," thrilling camera stories of strange places, people and events; six "Broadway Gossip" subjects, intimate glimpses of headline celebrities, like Rudy Vallee, Mayor Walker, etc.; six "Tom Howard Comedies," starring Tom Howard, popular vaudeville headliner; six "Spirit of the Campus" subjects, featuring Reinald Werrenrath.

## Houses Passing Along New Tariff to the Public

### Plenty of Pennies Will Be Handled in New Regime

Broadway figures the public ought to pay the tax.

So when the new rates went into effect, all houses passed along the increased admissions to the local theatregoers.

At one time, the Paramount will be collecting \$1.10, which is a lot of money, even in prosperity times.

The execs that rule the destinies of the chains probably figure that if they won't come they won't come, and if the picture attracts, the public will be willing to pay the difference.

Time will tell.

### E. C. Decker Passes

Edgar C. Decker, 16, employed as doorman in the Academy (Publix) Theatre, met death in a fire recently. His mother, Florence Haeffner Decker, is cashier of the same theatre.

### Academy, Newburgh, Closed

Manager Cline, Academy Theatre, Newburgh, received word from Publix headquarters to close the house for the summer, as last year. Other Publix house, Broadway, is taking care of Academy's employees.

## At the Educational Convention



Attending Educational-World Wide Eastern Sales Meeting: Sam Machnovitch, Budd Rogers, Helen Sax, Jack Skirball, Joe Goldberg, Joe Brandt, Earle W. Hammons, A. S. Kirkpatrick, James Travis, Arthur Lucas, Sol Edwards, Peggy Goldberg, J. R. Wilson, Lou Lifton, Gordon S. White, Edward Schnitzer, Maurice Brunet, Jim Butner, James Cunningham, Bob Doidge, James Sharkey, Harry Gibbs, Larry Wooldridge, Howard Beaver, Phil Dunas, Bruno Weyers, Howard F. Brink, C. F. Catlin, Norman Nicholson, Harry Skirball, James Hobbs, J. A. Bachman, Harry Law, Joe Kaliski, John J. Scully, Francis X. Carroll, Red Kann, Harry Spencer, Harvey Day, H. E. Feldstein, Paul Greenhalgh.

## Hattam Increases String to Seven-House Strength

### Inde Organizing Strong Chain in District

Make that seven for Jack Hattam. Williamsburg, Brooklyn, passes into his hands September 1.

Others are the Sunset, Ritz, Berkshire, Sumner, Kismet and State.

The operator is well known.

### "Monte Carlo" Bookings

"Monte Carlo Madness" has been booked into RKO Palace, Albany, and RKO Proctor's, Troy, as well as in other strong situations.

First Division distributes the Sari Maritza tale.

### Heard In

## ROCHESTER

Golden Finally Does Break  
90 After Coaching

By Eeatch

MANAGER ROBERT E. HICKS, Century, released by Publix. . . . District Manager Harry Royster to run house. . . . Little Theatre bringing in "Congress Dances" at increased prices. . . . Working agreement of Loew's and RKO indicated by the Rochester showing of "Is My Face Red." . . . Tom Grierson back at RKO Palace organ after long rest.

MANAGER JAY GOLDEN broke 90 for first time after coaching by Alex Morrison. . . . Night prices at the RKO Palace only ones affected by new Federal tax. . . . Eddie Wyner looks like Ken Murray, the film star. . . . Ethel Rehberg, dancer, came through in stage show at the Palace.

## "Beyond the Rockies"



Another neat western makes its appearance when Rochelle Hudson and Tom Keene arrive in Radio's "Beyond the Rockies."



Heard In

**PATERSON**

Costa Gets a Nice Vacation Award

By Jim

FRANK COSTA, manager, Playhouse, Ridgewood, N. J., has received first prize in a contest conducted Holy Week to see what manager of a Warner theatre could make the finest record in attendance in proportion to population. . . . Costa declares that he will postpone his trip until the autumn, in view of the opening of the Ridgewood, new theatre.

ROSCOE "FATTY" ARBUCKLE made a personal appearance at the Regent Theatre. . . . Roy Wahlfahrt, 31, Jersey City, a moving picture operator, was killed while driving on the highway between Sparta and Lafayette.

MRS. EDWARD T. WHITE, Gold Star mother of Ridgewood, whose son's name is inscribed on the honor roll and also the school tablet, had the honor of raising the American flag at the opening of the new Warner Theatre, Ridgewood. . . . Regent Theatre, Joseph Lefkowitz, manager, is planning a midnight show for the benefit of the "Save-a-Life" Fund. . . . Rivoli, J. Edward Helwig, manager, is making a strong bid for favor with an emerald-green grass giveaway. . . . James Malone, Garden, says he is sitting pretty. . . . J. Cameron Dooley, who helps to keep this part of the world straight for Warner Brothers, tells

**"Hey Diddle Diddle"**

Tamar Lane, who is a Hollywood scrivener and critic, has contributed another of the "once in a lifetime" school in "Hey Diddle Diddle," a novel of what Hollywood is supposed to be.

It ought to hand a laugh to the trade.

**Norwich Progresses**

Under contract to be completed in 70 days, work on the new theatre at Norwich is under way.

Victor A. Rigaumont, New York, is the architect. There will be two stores on the ground floor.

**Yonkers Cut**

New admission price is now in effect at the Publix Strand Theatre, Yonkers. Afternoon tickets will be 20 cents and nights 35 cents.

RKO and Loew Theatres, Yonkers, have discontinued vaudeville for the summer months and have reduced prices from 60 cents to 35 cents.

what the pressing need of the hour is. . . . Meyer Phillips again denies that there is any possibility of marriage bells. . . . Jack Ginzbourg says that the harder fate hits him the more he works.

**Norman Fitzer Hero**

Heroism of Norman Fitzer, press agent for the Swan and Rivoli Theatres, Syracuse, failed to save the life of John Sernecki, 17, who drowned while swimming in Jamesville Reservoir. Fitzer dove to the bottom of the pool and brought the body to shore. He is the son of Mitchell Fitzer, veteran Buffalo and Syracuse exhibitor.

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## Poor Taste

Open sniping of rival theatre in Rochester occurred for the first time with letter in the "Times-Union," criticizing the name of film coming to the Century, "Merrily We Go To Hell." Letter was written jointly by manager of rival house and a former theatre manager. It appeared two weeks before the film opened and before public was aware picture was scheduled. Rialto expressed surprise that the newspaper printed the letter slamming regular advertiser. Manager who criticized is likely to play the same film as second run. Rivals are wondering if he will miss the first run ballyhoo by changing the title when he plays it.

## For "Is My Face?"

Manager Charles Raymond, Loew's Rochester, pulled a street stunt to advertise film "Is My Face Red?" Tied up with the "Journal" and several merchants for mystery man to walk the streets and visit the stores. Public told to pick him out, say "Is my face red?" and collect \$50. Idea was to have the question asked of others than the right one. Meanwhile, the mystery man wrote his experiences and narrow escapes for the "Journal" and mentioned the merchants in the tie-up who furnished the prize. One of the catches was that the one who asked the question had to carry a "Journal." Stunt caused plenty comment.

Park Theatre, Wappingers Falls, is trying to overcome the handicap of daylight saving by delaying start of its first evening show until 8, instead of the customary 7.

## Donovan's Cut Rates

"Bill" Donovan, Tupper Lake exhibitor, has hit on a new variation of the "two for one" idea to help business during the summer. He recently sold 20,000 tickets to Tupper Lake merchants at one cent each. These were each good for one admission to his theatre.

The merchant, in selling a patron, told him that, with every fifty-cent or more purchase, the patron would get one free ticket with one at regular price.

A book tie-up with many metropolitan stores has been effected for First Division's "The Ringer."

## Good Will

In starting some weeks ago the policy of distributing a large block of tickets free each Wednesday night through the Newburgh Employment Relief Bureau, Manager David J. Rogers, New State, had two announced objects: First, to show appreciation of former patronage, and, second, to build up good will for the future. But the event has proved that the good will developed is manifesting itself in the present.

## Meet Maritza



Sari Maritza

Star of First Division's "Monte Carlo Madness," now booked into neighborhood houses here, poses for an exclusive photograph.

## Gala "Winner" Premiere

With Jimmy Johnston, manager of Madison Square Garden, as master of ceremonies and famous fighters and champions present as guests, New York Strand held the gala New York premiere of "Winner Take All."

At the premiere of "Winner Take All," Johnston awarded six tickets to the Sharkey-Schmeling championship fight. Two \$23.00 seats, two \$15.00 seats and two \$10.00 seats represented the prizes for the fight enthusiasts who held the lucky number tickets.

## Blumey Aids "Ripley"

Mort Blumenstock is responsible for a piece of short-subject exploitation that is used regularly by the Winter Garden Theatre, New York and Brooklyn Strands and by Warner houses in Albany, Syracuse and other cities.

Blumenstock's stunt, inaugurated when he was in charge of advertising and exploitation for Warner Brothers' Broadway theatres, was to have a 40 x 60 enlargement made of a Robert L. Ripley "Believe It Or Not" Sunday cartoon, for front lobby display.

The cartoon is now used every time the theatres play a "Believe It Or Not" short, a different enlargement being used with each new Ripley picture.

"Herkimer County News" offers its readers a coupon, which, with 25 cents, will admit two persons to the Rialto Theatre in that city.

## Trainer Good Will

In the comparatively few years Vincent M. Trainor has been in charge of the Lafayette Theatre, Suffern, he has enlarged the house four times. "Vinc" is proud of the patronage he has built up.

Lafayette is one of the most beautiful theatres in the region.

## Ballyhoo Men

Jimmy Rose, formerly Pathe and Fox booker in Albany, is now promoting "Fat" Saunders, a ballyhoo man who secures merchandise free and gives it away during a stage show. Bill Smalley, Cooperstown, is trying the same thing with a stock actor.

## Utica June Wedding

Miss Banita Leinhos and Walter Lenz will be joined in wedlock on the stage of the Stanley Theatre, Utica, June 28. Bert Leighton, manager of the house, is arranging the details, and Utica business houses will shower gifts upon the couple.

## "Winner Take All," and So Does the B. O.



James Cagney and Marion Nixon are the folks who lead the way in Warners "Winner Take All," from a celebrated story.



**Bingo Change**

Theatre-goers at Binghamton will not contribute directly to the Federal coffers through the new tax.

This has been definitely assured by Comerford Theatres, Inc., at Bingo, whose Strand, Riviera and Capitol houses have been charging 50 cents admission fee. The management has announced a reduction in Strand admissions.

Evening prices at Strand have been lowered to 40 cents for adults and matinee tickets now are 30 cents. Children will be admitted at both performances for 25 cents.

Inasmuch as amusement tax begins at admissions of 41 cents or more, the Capitol and Riviera houses still are in the tax-paying class. But the management announced that the admission will be 45 cents, with five cents added to the tax.

**World Wide Announces Line-up for New Season**

**Host of Prominent Writers on Company's Schedule**

World Wide Pictures, Inc., announces 21 features and 8 Ken Maynard westerns on the new season's program.

Drama, mystery and comedy are all included in this line-up of pictures, which includes the following:

"Gambling In Souls," by Eugene O'Neill; "Summer Resort," by Edna Ferber; "Uptown New York," by Vina Delmar; "A Study In Scarlet," one of Sir Arthur Conan Doyle's most famous Sherlock Holmes stories; "The Way of All Women," by Faith Baldwin; "The Death Kiss," based on Madelon St. Dennis' baffling mystery; "Tempest and Sunshine," by Mary J. Holmes; "Guilty Conscience," a powerful challenge to capital punishment, by Rex Beach; "Baby Face," by Donald Henderson Clarke, author of "Millie," "Impatient Virgin," etc.; "False Faces," an original by Kubec Glasmon, author of "Public Enemy," "Smart Money," "Larceny Lane," and "Taxi"; "West of the Pecos," by Zane Grey; "The Crooked Circle," by Ralph Spence, author of "The Gorilla"; "Fool's Paradise," by Sada Cowan, noted screen writer and author; "My Son," from the famous play by Martha Stanley; "Snake Bite," by Robert Hichens, author of "Garden of Allah"; "Breach of Promise," based on "Obscurity," a story by the famous Rupert Hughes; "Alimony Racket," in which Gouverneur Morris turns the searchlight of reason on one of the sorest spots in modern life; "Two Kinds of Love," by Ursula Parrott, author of "Strangers May Kiss," and other screen hits; "Where Lonely Ladies Walk," an original by Tiffany Thayer; "Hollywood Ballyhoo," by the with of Hollywood, Wilson Mizner.

World Wide's first actual release of the new season will probably be the big Mack Sennett feature now in production, "Hypnotized."

Eight Ken Maynard western dramas, with the most popular hero of action pictures, and Tarzan, the wonder horse featured, will complete the World Wide program for the season.

Arrangements for a number of its stories having only recently been completed, with adaptations still to be made, World Wide announces this line-up with titles subject to change.

**Loew Cuts**

Presumably to avoid admission taxes, Loew's State, Syracuse, has reduced its week-day top from 50 to 40 cents, with Sunday admission cut from 60 to 50 cents. New low is 25 cents for weekdays and 30 for Sundays.

**"Bachelor's Affairs" Presents a New Menjou**



Adolphe Menjou and Joan Marsh are prominent in Fox's "Bachelor's Affairs," now being released.

**Heard In**

**BINGHAMTON**  
Amateurs and Another Headache

By Dor

SO MUCH GOOD COMMENT has been heard anent home-talent vaude acts at Capitol Theatre that Manager Fred Perry announces instead of a one-night show a week, three nights of vaudeville. . . . Best screen scoop—Chicago Republican Convention.

"HONEYBOY" REED is teaching the art of stepping at Murray's studio. . . . Theatre managers will get a headache on July 5. . . . Cameo is still closed. . . . So is Empire. . . . Peoples is empty. . . . Laurel is thriving. . . . George King's Lyric is booming. . . . Jack Haston presented movies of Camp Arrowhead, boy "Y" center, for Kiwanians at Arlington.

**Peekskill Benefits**

Theatre owners in Peekskill are being asked to donate their houses, films and labor for a series of midnight shows for the benefit of the unemployment relief fund.

**Watch Harrison**

Pete Harrison, publisher of "Harrison's Reports," will contribute an article for the YOUR THEATRE section of this publication in the July 10 issue.

After reading advance proofs of the same, it is evident that Harrison, writing under the title, "What's Wrong With the Movies," is going to say plenty that will interest every branch of the business.

Watch for it.

**Gabrilove—Shapiro**

Harold Gabrilove, Broadway Publix manager in Newburgh for 16 months, has retired, preparatory to his marriage, June 25, to Miss Blanche Shapiro, Newburgh girl.

John A. Hartung, Stratford, Poughkeepsie, has been assigned to the Broadway.

**Burlesque in Newburgh**

New State, Newburgh, has departed from vaudeville for a try of stock burlesque as a summer policy.

**"Back Street" Is On Its Way**



And John Boles becomes an old man in it. Then again, Universalites Gloria Stuart and Sally Blane will be seen in forthcoming Universal productions.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Make Me a Star"—Paramount

Stuart Erwin, Joan Blondell, Zasu Pitts, Ben Turpin, Helen Jerome Eddy, Arthur Hoyt, Polly Walters, Sam Hardy.

Another of the Hollywood cycle, a remake of "Merton of the Movies," "Make Me a Star" will prove a strong click at the box office. Stuart Erwin comes into his own, the flashes of the Paramount studio will be a selling point, and the Hollywood background guarantees a neat return. Paramount has contributed a clicker.

Estimate: Fine and dandy.

## "Week-Ends Only"—Fox

Joan Bennett, John Halliday, Ben Lyon, Alan Dinehart, Halliwell Hobbes, Henry Armetta.

Joan Bennett triumphs over a poor story, and when such an event occurs it guarantees an average intake. Ben Lyon is there for the love interest, but the handicaps almost are too much for him. This should return an average Bennett gross. One of these days, in a good story, she'll be box-office.

Estimate: Give her a real break.

## "Flames"—Monogram

Johnny Mack Brown, Noel Francis, George Cooper, Marjorie Beebe, Richard Tucker.

Here's a triumph of treatment and acting over story. "Flames" is merely a repetition of what has come before in the line of fire stories, but a competent cast gets it over the line with plenty to spare. The title helps a lot, and a summation finds a neat programmer.

Estimate: Okay where fire epics are liked.

## "Red Headed Woman"—Metro

Jean Harlow, Chester Morris, Lewis Stone, Leila Hyams, Una Merkel, Henry Stephenson, May Robson, Charles Boyer.

Pretty sexy, with the central character a gold digger who doesn't care whose man she gets. It may be all right for the big cities, but for the smaller towns it may prove too heavy for the pash element. Harlow turns in as good a performance as she can, and the title and novel should help the box office.

Estimate: O, what sex!

## "Blessed Event"—Warners

Lee Tracy, Mary Brian, Allen Jenkins, Ned Sparks, Milton Wallace, Ruth Hall, Frank McHugh, Walter Walker.

Late, when you consider that the columnist era is well on its way, but way up on top when entertainment is examined. Lee Tracey, who ought to mean more than he does at box offices, and a neat cast hold up a yarn that is mostly Broadway, but which should attract the attention of any group that likes entertainment.

Estimate: Packed with entertainment.

## "Ride Him Cowboy"—WB

John Wayne, Frank Hagney, Henry B. Walthall, Otis Harlan, Charles Sellon, Ruth Hall.

First of the Warner westerns and a real treat for the folk who like horse operas. Certainly, this looks like it will head a series that will provide exhibs with some real cowboy yarns. Wayne is okay.

Estimate: Neat western.

## "Honor of the Press"—Mayfair

Eddie Nugent, Wheeler Oakman, Russell Simpson, Dorothy Gulliver, Rita La Roy, John Ince.

Another of the newspaper school, and maintaining the usual average. Eddie Nugent is flippant and the Mayfair standard keeps this at a steady pace.

Estimate: Average inde program.

## "Man from Yesterday"—Para

Clandette Colbert, Clive Brook, Charles Boyer, Andy Devine, Alan Mowbray, Yola D'Avril.

Not so good. Slow, with a lack of entertainment values, it will fail to attract much attention. Seems a pity it happened the way it did.

Estimate: Try again.

## "Bachelor's Affairs"—Fox

Adolphe Menjou, Minna Gombell, Alan Dinehart, Herbert Mundin, Joan Marsh, Irene Purcell, Arthur Pierson.

Enough in it to make audiences enjoy it, and besides it provides a neat vehicle for one of Menjou's infrequent visits to the screen. Nothing more than program, but it will suffice where they just want two hours of entertainment. The title reveals all.

Estimate: Program rating.

## "Compromised"—MGM

Helen Twelvetrees, Robert Young, Lewis Stone, Jean Hersholt, John Miljan, Monroe Owsley.

Familiar story of the brother who murders to save his sister's honor, with a new twist in that the sister admits all in order to free the brother. Court room trial, which has been nicely handled, but there may be difficulty selling it because of lack of star lustre. Twelvetrees is quite adequate and usual Metro production helps. So does title.

Estimate: Just program.

## "White Zombi"—Halperin

Bela Lugosi, Madge Bellamy, Joseph Cawthorn, Robert Frazer, John Harron, Clarence Muse.

Novelty with a "Dracula" motif a bit modified. Lugosi is present and this time it concerns a powder that transfers humans into practical slaves. There is enough of the odd and bizarre to make for showmanship, with the result favorable.

Estimate: Trick picture. Depends upon the exploitation.

## "What Price Hollywood"—RKO

Constance Bennett, Lowell Sherman, Neil Hamilton, Gregory Ratoff, Brooks Benedict.

First of the Hollywood cycle, filled with elements audiences go for, "What Price Hollywood" or "The Truth About Hollywood," should prove a strong drawing card. Just the sort of story that depicts Hollywood as the fans want it to be, the Bennett feature should return good grosses. An intelligent, interesting story, backed by competent direction, guarantees.

Estimate: Nice one from Radio.

## "Big City Blues"—W-FN

Joan Blondell, Lyle Talbot, Eric Linden, Evalyn Knapp, Inez Courtney, Walter Catlett, Humphrey Bogart, Ned Sparks, Josephine Dunn.

A sappy story checks everyone, and "Big City Blues" doesn't turn out to be what it might. True, Joan Blondell has a following, and the cast is feature-studded, but the tales of New York night life have been overdone. Leroy direction helps a bit, but in the long run this will be forgotten quickly.

Estimate: Just another member of a big family.

## "Rebecca of S. Farm"—Fox

Marion Nixon, Ralph Bellamy, Mae Marsh, Louise Closser Hale, Alphonse Ethier, Sarah Padden, Charlotte Henry, Lucille Ward, Tommy Conlon, Wally Albright.

No question that this one will get a play from those who liked the book and those who go for the homespun kind of literature. The Nixon-Bellamy combination is adequate, but some changes in the story seem to have changed the spirit of the thing. Naturally, sophisticated audiences may not care a lot, but in the small cities the returns should be good.

Estimate: Nice, clean movie.

## "Roar of Dragon"—Radio

Richard Dix, Gwili Andre, Edward Everett Horton, Arline Judge, Zasu Pitts, Dudley Digges, C. Henry Gordon, Arthur Stone.

This show may be late, when the Chinese background is considered, but when it comes to entertainment and thrills it should be well up in the front. Tale of Chinese bandit warfare, handled neatly by Wesley Ruggles and well cast, it should be able to hold its own at the box office. Whether or not it becomes big money depends on the handling and the locale.

Estimate: Looks neat.

## "Man from Hell's Edges"—Tiffany

Nancy Drexel, Bob Steele, Juan Rivera.

Nice western that doesn't present much in the way of new material, but which will satisfy. Steele has a clientele all his own, anyway.

Estimate: Average western.



**T H E   O N L Y**  

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**R E G I O N A L S**  

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**I N T H E M E T R O -**  

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**D**EPRESSION is a challenge to our industry, as to all others. The double feature menace this year has brought a double challenge to the short subject branch of our business. Educational's answer to this double challenge is a program of short subjects offering more big box-office names and a greater variety of subject matter than ever before in its history.

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*E. W. Hammons*

Jun25'32 b.c.

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In the History of the Industry's  
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Featuring Harry Langdon and other famous stars
- 8 TORCHY COMEDIES**  
Featuring Ray Cooke  
Produced and Directed by C. C. Burr
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Produced by Frank Moser and Paul Terry
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Produced by Jack Hays
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The ruthless warfare of nature  
Produced by Nathan, Woodard and Fairbanks
- 6 DO YOU REMEMBER?**  
Memories of the Gay Nineties  
Produced by Johnnie Walker and Monroe Gold
- 6 CAMERA ADVENTURES**  
Dramatic adventures off the beaten track  
Produced by Pat Dowling and Hobart Brownell
- 14 HODGE-PODGE**  
Produced by Robert E. Gillaum
- 13 BRAY'S NATURGRAPHS**  
Produced by J. R. Bray
- 6 SPIRIT OF THE CAMPUS**  
Featuring Reinald Werrenrath and Alumni Glee Club  
Produced by Larry Kent
- 6 TOM HOWARD COMEDIES**  
Produced by Larry Kent
- 6 BROADWAY GOSSIP**  
A Columnist's Newsreel  
Reported by Leo Donnelly



**EDUCATIONAL FILM EXCHANGES, INC., E. W. HAMMONS, President**



*Allied Proceeds With Expansion in New York State*

THE NEW YORK STATE

# EXHIBITOR

COVERING THREE FILM ZONES

AN EMANUEL-GOODWIN PUBLICATION

CIRCULATING  
IN NEW YORK  
STATE AND NORTH-  
ERN NEW JERSEY

Vol. 4—No. 21

NEW YORK, JULY 10, 1932

PRICE, 15 CENTS



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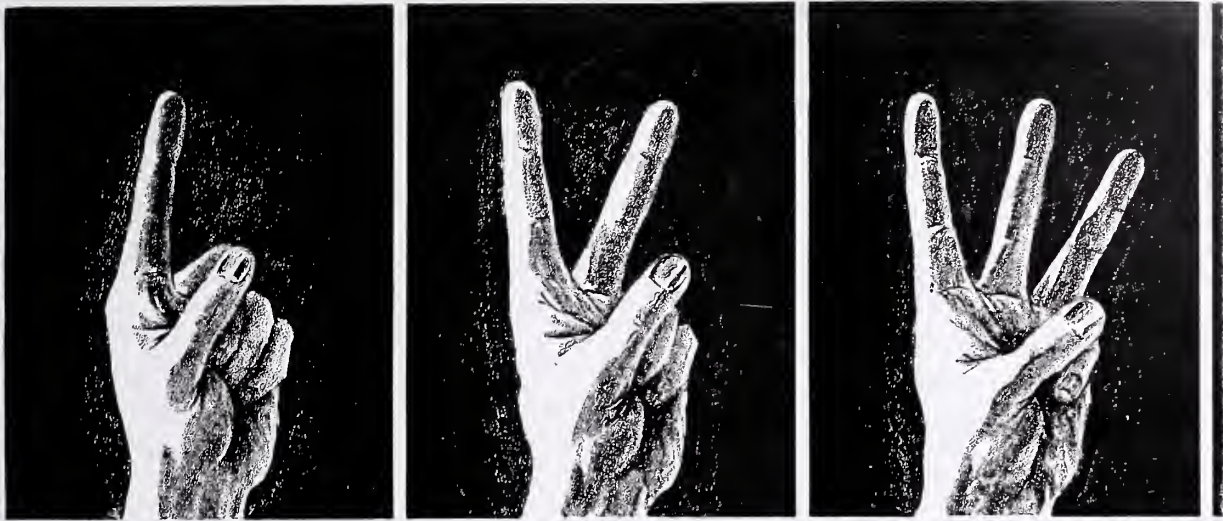
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# National THEATRE SUPPLY COMPANY

1560 BROADWAY  
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500 PEARL STREET  
BUFFALO



# The New York State EXHIBITOR

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Vol. 4, No. 12

July 10, 1932

## Rump Unions and Otherwise

MAJOR unions throughout the country have within their organization the power to curb a movement which may develop into significant opposition and danger—the rump union, whereby groups of folk who are dissatisfied with the unions or else are not admitted to membership form a body of their own, secure a state charter and set themselves up in business. Their next step is a proposition for theatremen which apparently might result in savings.

In all parts of the country, rump unions have sprung up. In many localities they have nearly attained the standing of the recognized union faction, but generally they are composed of folk whose main purpose is to cut under the union scale, which in all probability will last only until they disrupt or lick the present union.

Now is the time to offer co-operation to the harassed theatremen, whether chain or inde.

The recognized unions have seen the handwriting on the wall, have decided to co-operate by officially admitting there is a depression, by slashing scales, temporarily or permanently, in many situations.

The rump union is a threat to the national union. If enough of them organize the national body knows that eventually these will band into an organization that will compete with them on a national scale. This, the union figures, must be averted.

Intelligent exhibitors always want to deal with any union which gives a square deal. When theatremen turn toward the rump they usually do so because it is the last resort.

It is to be hoped that the recognized unions will continue a policy of friendly co-operation. Rule by force is never lasting. There is no more need for a rump union than there is for a rump exhibitor organization.

## Rubber Fangs; Missing Teeth

ONCE again Allied has met, has presented the usual color, has provided the usual number of lead stories, has resolved, has departed.

Once again, shortly, cohorts of the M. P. T. O. A. will meet, will present the usual color, will provide the usual number of lead stories, will resolve, will depart.

All this business seems so useless.

Regardless of whether or not their aims are the same, Allied and M. P. T. O. A. seem to be becoming as close as the Democratic-Republican cordiale, two parties, opposed in name, but practically the same in leadership, accomplishment, and promise.

As long as Allied and M. P. T. O. A. go through the same procedure each year, meet in convention and then pass the following months in little activity, exhibitors will never be benefitted, producers will never be influenced and distributors will never be affected.

Once again, as has oftentimes been repeated, there is no need for two ineffective exhibitor organizations. As long as Allied and M. P. T. O. A. remain as opposing factions, whether Allied shows its head off or whether M. P. T. O. A. exclaims from the housetops that in constructive policies rest the solutions to the industry's troubles, the exhibitors of this country will not be helped one bit. Combined shouting of exhibitors may have brought decreased salaries—but not so in film rentals, according to reports.

Unfortunately, there is little fun in watching two animals, one with rubber fangs and the other without teeth, make faces at each other. Usually, this industry can forget its troubles and get a good laugh of most situations, but this matter is too vital, too important to pass off as a humorous occasion.

## Amazed!

MOTION PICTURE DAILY reports R. H. Cochrane, Universal vice-president, as being amazed when news of the Allied analysis of the Universal contract reached New York. Vice-president Cochrane then took great pains to indicate that there was, evidently, a misinterpretation and misunderstanding all around, a condition he hopes co-operation will clear up.

Certainly this is a healthy sign.

When a home office official takes cognizance, in the press, of a protest from an exhibitor body it should be a signal for hurrahs and red fire.

Vice-president Cochrane may be amazed, but the exhibitor world is more than amazed to think that any home-office executive can be amazed. A great majority of the exhibitors should hail this sign of official recognition of an exhibitor faction in this business, a division which the distribution end of the business seems to have thought of little importance, when adverse comment is considered.

## Another Alibi

MR. BILLY WILKERSON, who publishes the especially interesting HOLLYWOOD REPORTER, seems to be waging a campaign for concentration of home offices on the coast, where the scene of action is. Mr. Wilkerson points out that tremendous savings might be effected, and that the sales department might be invigorated by seeing what it is all about.

No one can deny Mr. Wilkerson's sincerity, but it would seem as if his angle might be a bit off. The trouble with this business rests not so much in the fact that the distribution departments do not see the pictures as they are made, but when they are finished.

And if New York were combined with Hollywood on the coast it would probably only result in another alibi for poor pictures. There can be more waste in one situation than in two when the former refuses to admit that there might be a depression.





# Throng Expected at Allied New York Meet Scheduled for Albany, July 12

## Re-elected

Sidney Samuelson is again president of Allied Jersey.

Other officers are: Vice-presidents, Julius Charnow, I. M. Hirshblond, Harry Waxman; treasurer, Frank Warren; assistant treasurers, Louis Gerofsky, W. D. Hunt; secretary, Irving Dollinger; assistant secretary, Jacob Unger.

## Deliberations Will Consider Developments of Atlantic City Sessions — Product Analysis, Contract Reports High Lights

Further organization of the Allied New York movement is expected to be taken up at the meeting to be held July 12th at the Ten Eyck Hotel, Albany.

The conference is being arranged by a committee of the Allied Theatre Owners of New York, Inc., consisting of Messrs. Abe Stone, H. H. Frieder, M. S. Silverman, and Frank V. Walsh.

Allied leaders expect to be able to make an announcement of great importance to all independent exhibitors on a subject which is at present in negotiation between Allied and an unnamed group.

Nathan Yamins will continue his analysis of contracts at Albany, covering those companies whose contract forms were not available at Atlantic City. Allied hopes that by the time the Albany conference is held more definite information will be available on what is to be expected in the way of product from all distributors, and a forecast of what the exhibitor will have delivered to him will be given by P. S. Harrison.

Positive acceptances from Allied leaders to attend the Albany conference have been received from Abram F. Myers, chairman, national board of directors of the Allied States Association; Nathan Yamins, president, New England unit; Sidney E. Samuelson, president, New Jersey unit, as well as from P. S. Harrison.

## Active for Roosevelt



Frank C. Walker

Prominent in the legal division of the exhibition end of the business, who has been chosen assistant treasurer of the Democratic National Committee. He is one of the leading members of this industry.

## Host of Theatres Darken as Depression Hits Biz

### Number Exceeds Record Total Last Season

The list of dark houses grows daily.

During the past few weeks many theatres have given up the ghost for the summer, with some prospect of opening up in the fall season.

They are:

Lynd, Lyndhurst, L. I., because of wiring trouble. House may reopen soon.

Strand, North Tarrytown, to reopen in September; Strand, Red Bank, N. J.; Star, Jamesburg, N. J.; Willis and Jerome, Consolidated Theatres; Roxy; Photoplay; Liberty, Hoboken, N. J.; Albermarle and Manor, Century circuit houses; Bishop, Hoboken, N. J.; New Atlantic, Brooklyn, a Frisch and Rinzler house; Paragon, Brooklyn.

And prospects of a lot more.

## Slow Selling Season Hinted While Trade Waits

### Exhibitors, Chains Not Rushing to Buy

The selling season is pretty slow in getting started.

And, unless it begins shortly, the circuits and indees are going to find themselves with

## Free Shows Stopped

Local 306 can't go on showing those free open-air shows for a while.

Empire State Operators Union secured an injunction restraining the union from giving them in opposition to Springer-Cocalis houses using Empire men.

The whole matter is up for appeal.

## Two New Houses

Things can't be so bad.

Two new houses are going up in the territory. FHD Holding Corporation is building at 261 8th Avenue, while another house will be located at 264-266 Market Street, Newark, N. J. Latter will be operated by A. Zemel, operator of the Newark Garden. It will seat 600.

a picture shortage in a couple of months.

This season Metro and Paramount will finish up short of their promised lineup. Paramount, whose contract calls for not more than 71 pictures, will have about 57-58.

Last season some of the inde chains waited to make Metro deals, with the result that some of the companies with plenty of product on their hands got them dated in right away. Whether or not this will be repeated is open to question.

Locally, aside from the fact that the Century-RKO booking deal expires, little change in first run buying is expected. RKO is buying for Skouras in Manhattan, because of the recent deal, and Century may also link up with Skouras in its deals.

## Schnitzer Dinner Moved Back to July 12th Date

The luncheon to be tendered to Edward Schnitzer has been postponed to July 12.

At that time the new Educational-World Wide branch manager will be feted by exhibitors and film men of this territory because of his affiliation with that company.

Schnitzer, who comes to his new post with plenty of experience gained with Fox in a branch managership capacity, will probably be welcomed by at least 500 exhibitors at the luncheon. In addition, it is expected that World Wide and Educational executives will be present.

## M. P. T. O. A. to Meet

The M. P. T. O. A. executive board will hold its first meeting since its recent reorganization when it convenes at Atlantic City, July 18-19.

At the same time, a debate between Lou Nizer and Sidney Samuelson will feature the Philadelphia exhib unit meeting.



## WHAT THE COMPANIES PROMISE NEXT SEASON!

Company	Features	Westerns	Two-reelers	One-reelers	News
Universal .....	26	6 Mixes 6 others	26	39 5 serials	104
Columbia .....	32	8 Jones 8 McCoys	24	104	...
United Artists .....	20	.....	..	31	...
Warner .....	60	6 Waynes	42	91	...
Paramount .....	69-65	.....	36	101	104
World Wide .....	22	8 Maynards	..	.....	.....
Radio .....	56	6 Keenes	42	63 3 serials	104
Educational .....	.....	.....	64	102	.....
Fox .....	43	.....	.....	52	104
Metro .....	43	.....	40	43	104
First Division .....	74	24	.....	.....	.....
Other Indies .....	100 (estimated)	.....	.....	.....	.....
<b>TOTALS (estimated)</b> .....	551	72	274	634 8 serials	5 issues

### Heard In

## HUDSON COUNTY

Big Party and Biz Is Bad  
—Many Attend Dance

By Ike

CHARLIE AND MRS. CARROLL came from New York with a big party of Skouras men and their ladies to the Press Club dance. . . . Maurice Hatoff, Herman Starr and Al Ostrow were included. . . . Biz is tough in J. C. . . . Stanley has cut out stage shows. . . . Called summer policy, but the first time this has been done. . . . Union City police stopped a sex film lecture, with living models, on complaint of a priest.

MANAGER LARRY CONLEY has new lighting effects in Stanley. . . . Dick Liebert pulled a tendon in his leg. . . . His baby daughter attended the theatre for the first time recently. . . . A. Petch, chief of service, Loew's, turned 20 recently. . . . Larry Barr and Larry Hogan, chief ushers, are called the Loew Twins. . . . Dick Liebert plans an extended western trip. . . . Manager Hill, Monticello, sold the most tickets in a recent Skouras drive. . . . James Madigan is on vacation and Dorothy Scott is all tanned up. . . . Chief Engineer Gallagher is proud of his State cooling plant. . . . Maurice Hatoff has a new roommate. . . . Ann Patten, cashier at the Orient, had a birthday, but won't tell. . . . A. Levy, Palace manager, is an expert on "sound." . . . Mildred Poklemba and her assistant cashier, Mildred Kulka, are very friendly. . . . Larry Conley was getting around for a time on a sprained ankle. . . . Ethel Oxley was given a big reception and 15 gifts by her lodge.

ETHEL OXLEY and George Weidemeyer, both of the Stanley, have been elected to the board of governors of the Warner Club. . . . Bill Dugan is a singer of ability.

### Youngclaus Wins

Significance of the victory scored by William N. Youngclaus, Madison, Neb., independent exhibitor, in his fight against the distributors who signed the zoning plan for Omaha territory in 1930 rests in the fact that it is the first decision of its kind in the country. An appeal will undoubtedly be taken up.

The court decision stated that protection and zoning agreements were in restraint of trade and a violation of the Sherman anti-trust act.

It does not, however, pass on the right of each individual distributor to set up his own plan.

Youngclaus fought his battle with the help of Allied and made a plea for all independent theatremen to come to his support. Many did.

### Theatre Judgment Reversed

Judgment was reversed on law and facts by the Appellate Division, New York, in an opinion handed down in the action of William A. Reardon against the Olympic Theatre Corporation, Utica, and others, Brayton W. Wood and Edwin P. Smith.

The action involved a stock transaction and promissory note. A verdict for the plaintiff and against Wood and Smith was rendered in Supreme Court in January, 1930, and, after the Appellate Division had reversed that verdict, the case was tried again the following year, when a verdict of \$1,645.68 was rendered for the plaintiff. Action against the theatre corporation, Winford and Evans W. Linton, was severed.

### Heard In

## PASSAIC

Capitol Co-operates and  
Weiss Vacations

By Eye-Ess

CAPITOL THEATRE is co-operating with the American Legion in disposing of 3,000 tickets to raise money for patriotic celebration. . . . Bill Weiss is anxious to help the Legionnaires in staging their demonstration. . . . Manager Max Hecht, Rialto, distributed thousands of bottles of Coca-Cola during the recent hot weather. . . . V. James Crisafulli gave a 15-minute concert at Garret Voorman's Montauk Theatre recently. . . . He played to a packed house.

CONDENSED DRAMATIC SHOWS are being given at the Rex Theatre, East Rutherford, in addition to the regular double-feature movie bill. . . . Manager Jack Portee says the idea is going over big. . . . Bill Weiss, manager, Capitol, is vacationing at Nova Scotia. . . . Theatre is being taken care of by George Birkner. . . . Dick Ettelson, manager, Ritz, Garfield, is handing out kitchenware.

SPLENDID OPPORTUNITY for free vacations for local theatregoers is provided by the Capitol. . . . Manager Weiss is offering two three-day trips to Washington, with all expenses paid, and two 2,000 circular tours to lucky ticket-holders.

### One Newburgh First

With the New State staging musical burlesque, the Academy closed, the Park and Cameo second runs, and the Strand third runs, only one theatre in Newburgh, population 32,000, is now showing 'em new—the Publix Broadway.



**ERPI Suits Up**

In announcing court awards to ERPI against three theatres for back indebtedness and damages, Electrical Research Products states that the company had no intention of wholesale legal action against exhibitors in arrears, but that it would protect its interests by legal actions in cases where it was felt that a sincere effort was not being made to fulfill contractual obligations.

**Contract Analysis High Light of Allied Convention**

**Yamins Discusses New Legal Angles in Clauses**

Competitive tactics of large picture producers and the new distributors contract were the chief subjects to occupy the annual Atlantic City convention, June 22-24, of the Allied Theatre Owners of New Jersey.

A group of independent exhibitors of Wilmington appeared before the convention, at which were present members of the Eastern Regional Conference of Independent Exhibitors, to ask help.

Sidney E. Samuelson, Newton, N. J., president of the Allied Theatre Owners, said the situation was a national problem and not confined to Wilmington exclusively. He advised an appeal be made to the public so that it knows what is taking place "behind the silver screen." He urged that the copyright bill before Congress be contested since it would do much to eliminate this "evil."

Peter J. Harrison, publisher of *Harrison's Reports*, suggested that a fund be raised for an expose campaign in Wilmington.

Provisions of the 1932-33 contracts from distributors were explained by Nathan Yamins, Fall River, Mass., president of the Independent Exhibitors of New England, who appealed for support of the Brookhart bill aimed to eliminate the "block booking system." Yamins urged all independent state and national organizations to band together to end the "ruthless dictation of the seller to the buyer."

A. F. Myers, Washington, chairman of the board of the Allied States Association, denounced the new contracts which he said were so one-sided in favor of the distributor as to be almost illegal. He inti-

**Warners Parade Around With Some New Themes**



George Brent and Joan Blondell in "Miss Pinkerton," and George Brent and Barbara Stanwyck in "The Purchase Price" will soon be around from Warners.

ated there was a plan afoot by which independent exhibitors would supply their own pictures "free from Hollywood graft and waste" if the producer did not arrange a more equitable agreement. He advocated a general conference to draw up a uniform contract, one in which the distributors would abide by the "5-5-5" pact.

Samuelson advised against "certain exactions" sought by the Composers, Authors and Publishers League and like organizations, warned of the proposed zoning law coming before the next Jersey Legislature, and condemned the move to force theatre owners to carry two projection operators. He contended two men were unnecessary with the almost fool proof equipment available today.

Double feature shows and "three-day weeks" were among the controversial topics introduced during the three-day session. Samuelson's objection to two feature bills was supported by Thomas Goldberg, Baltimore, and Abraham Stone, Albany, vice-president of the Allied Union of Theatre Owners. Bert Kulick, New York City, favored the double feature idea as the best weapon the small independent theatre has to use against its larger competitor. The proposal for fewer showings per week should the producers curtail their outputs failed to arouse much sympathy. The suggestion for a statistical service to provide the exhibitor with production costs to guide him in buying pictures was more happily received.

The new Federal admission tax, members thought, would bring about a reduction in box-office prices. The scale that prevails was declared high, an effort of the "big fellows" to hide the "shameful extravagances of Hollywood," President Samuelson said. It was doubted that the movie-going public would stand the additional burden of a tax.

**Heard In**

**BINGHAMTON**

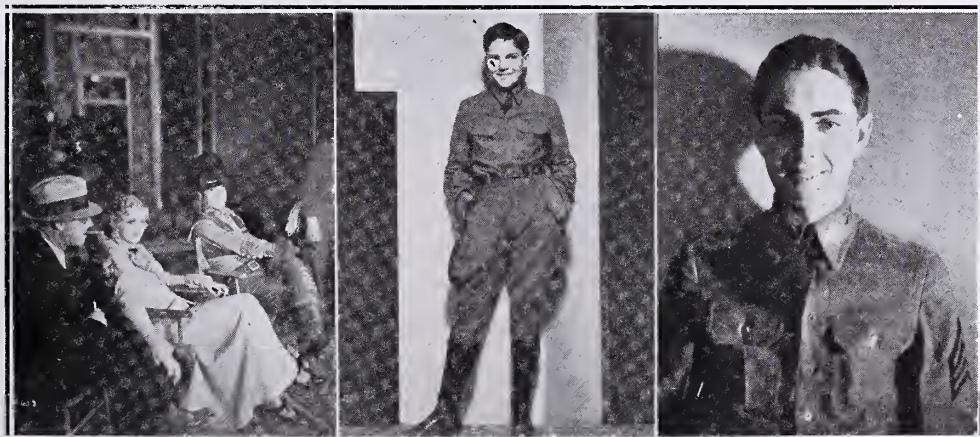
Two May Close, Rumors Say

By Dor

IS THERE ANYTHING in rumor that two of Binghamton's biggest talkie houses are going to close down? . . . Follows cut in prices at Strand and what is virtually a reduction at Capitol and Riviera. . . . Ringling Brothers-Barnum & Bailey Circus proved a headache for theatre men. . . . Theatres suffered losses. . . . Midnight show at Capitol with fifteen acts of vaudeville and Jack Woods and his Capitolians, made up for it all. . . . Manager Fred Perry had a good card. . . . Jerry Hughes, of Press, is no longer announcer for the home-talent acts. . . . The cut in prices at Strand has boosted patronage plenty.

STRAND THEATRE promotion now includes a scheme for providing free trips to New York once a week for two persons. . . . Friends of Mrs. Claude Warren, Bingo costumer for years, were grieved to learn of her death. Theatres are experiencing little, if any, tourist trade. . . . What center-city restaurant has practically flopped in an effort to boom biz by dancing? . . . City fathers still remain quiet on Sunday talkies, but predictions aver something will pop up.

**Universal Has a Couple of Novelties**



"Tom Brown of Culver" is the sort of a picture Universal knows how to make, while "My Pal, The King" is the latest Tom Mix.

**Harrison to Speak**

P. S. Harrison, publisher of *HARRISON'S REPORTS*, and the *HARRISON FORECASTER*, will address the Allied Albany convention.

The *FORECASTER* analyzes stories before the pictures that are made from them are produced.

Harrison, in the *YOUR THEATRE* section, contributes an interesting and informative article to *THE NEW YORK STATE EXHIBITOR*, this issue. Read it.



Heard In

CROSSTOWN  
Pop For Palace and Roxy  
Closes

WITH THE ROXY CLOSED, Fox product is being distributed around the other first runs. . . . And a western, of all things, at the Winter Garden. . . . A real booking strike. . . . Apparently they have checked the triple picture movement until someone tries to start it up again. . . . C. E. Schottenfels, who knows everyone in the trade, is now with the "Movie Mirror." . . . Trade show of Columbia's "American Madness" was a success last week. . . . Nearly 1,000 attended. . . . It is being repeated throughout the country. . . . Cornelius McNerney, who learned that Charlie O'Reilly won't stand for any kidding, got two and a half years when the bribery case came to trial. . . . Cliff Lewis, succeeded at Paramount by Al Selig, is Columbia-coast-contracted.

THAT FOX RECEIVERSHIP caused Frisch and Rinzler to give up the Savoy and Ridgewood, two Long Island houses. . . . Mattituck, L. I., now has Sunday films. . . . Roxy will stay closed until July 29, anyway. . . . And they say the Rivoli may go dark. . . . Broadway is evidently going double feature, with the Brandts sponsoring shows at the Globe.

CHARLES REED JONES is now with Majestic Pictures, the Gluckman organization. . . . W. Ray Johnston threw a neat luncheon to Reginald Smith, managing director of P. D. C., Ltd., Monogram distributor in England, last week. . . . Morrie Kinzler resigned from the Fox, Brooklyn. . . . That "Bring 'Em Back Alive" front at the Mayfair made industry history and brought renewed vigor to Radio.

ROSS FEDERAL SERVICE has moved to 1619 Broadway. . . . It looks as if double features will be just as prominent as they ever were, the chains being unable to get together on what is supposed to be. . . . Although they have put a stop to triples. . . . Real reason probably was that the triples didn't pay. . . . The box office usually tells. . . . With the stage names the Paramount has been running, one almost forgets that there is a feature, too. . . . Torrid "Red-Headed Woman" at the Capitol is too hot. . . . Much too hot.

Radio Seeks Plenty of Novelty



"Bring 'Em Back Alive," "What Price Hollywood" and "Behind the Rockies" are different RKO yarns.

LANDLORD is now operating the De Luxe, Newark. . . . Previous operator had it a week. . . . Castle, Long Beach, is giving legit shows a try after several seasons as a cinema emporium. . . . RKO has reopened the Alhambra as a movie grind. . . . Skouras Brothers took the Englewood, Englewood, N. J., from Charlie Robinson and sewed up the town. . . . Herman Epstein now has the Carlton, Jamaica. . . . David Weinstock hasn't. . . . William Maceo and James Mazzone have the Paragon, Brooklyn. . . . It stays closed until September. . . . J. Northington, who used to be an operator at the Roxy, now has the Casino, Swan Lake.

BEN IDSON hasn't the Bay, Brooklyn. . . . Theodore Jelenk, formerly of Albany, has. . . . Old-time exhib. . . . Former B. I. P. man, Ravell, now operates the Westchester, Mount Vernon, lately a stock house. . . . Sussex, Sussex, operates Mondays, Thursdays, Fridays. . . . Madison, city, is open only on Saturdays and Sundays. . . . Ed Spiegel has the Public Theatre. . . . Harry Richland is running the Congress. . . . Joe Hochstein and Herbert Muller have taken the Strand, Bayonne, N. J., as the Joeherb Amusement Corporation.

PALACE is scheduled to go into a pop-picture policy, combining vaudeville with films. . . . Charlie Griswold won't be back in the Roxy when it opens. . . . Suing of William Fox made it a grand week, what with the Warners-W. E. coming into prominence, then, too.

Heard In

44TH STREET  
Balsdon Up and Sherman Tries Out

GEORGE BALSDON, who used to be district exchange head for Warners, is now shorts film buyer for Warners. . . . Major Albert Warner is generalissimo of the sales forces. . . . The boys along the street took a health week-end when the Fourth rolled around. . . . Receivership for Fox Theatres stirred no excitement. . . . There weren't enough left to get worried about.

FILM BOARDITES are now taking vacations. . . . Miss Abramson had hers last week. . . . John Cronin and Arnold Jacobson get theirs this week. . . . And others follow. . . . Among them Henry Danziger.

GEORGE DILLON, the Powers exchange chief, proved to be quite a card at the Allied convention. . . . Incidentally, Myers gave the Powers lineup quite a send-off. . . . Not as pictures, but he drew some parallels, etc., etc.

DAVE ROSENGARTEN AND ARTHUR GREENBLATT have announced that they have Manny Goldstein's Paradise pictures for this territory. . . . Invincible Pictures exchange expects to sell 18 pictures in one group and 18 later. . . . U-A and Metro won't have any national meet this year. . . . Herman Gluckman attended the opening of the new Gold Medal exchange in Philly.

THAT FIVE-CENT MOVIES ARGUMENT over in Hoboken took a rise out of the exchanges. . . . How many instances there are that didn't come to light is another question. . . . Al Sherman, who is writing "C. O. D." with Ed. Finney, U-A scrivener, says it will be tried out by an amateur company in the Catskills within a month. . . . A prominent eastern producer is going up with them to view the picture possibilities. . . . Those who read the script are amazed. . . . So are Finney and Sherman. . . . Henry Randel, the genial golfer, who goes around in 150 (9 holes) now, when he isn't making Brooklyn Paramount conscious, intends to drop 10 strokes off each week.

World Wide Offers Two Splendid Programmers



"Bachelor's Folly," with Herbert Marshall and Edna Best, from World Wide, and "Strangers of the Evening," from Tiffany, will suit any house.



**Cohan Discharged**

George Cohan, once the foremost theatre owner in the lower Hudson district, who failed for \$1,230,000 some years ago, has been discharged from bankruptcy by United States Court in New York. Under the discharge papers, he is permitted to resume business under his own name. The Cohans have been operating one house in Poughkeepsie.

Recently there has been litigation under which an attempt to retrieve the New State, Newburgh, has been indicated; but mortgage obligations are believed to preclude a successful outcome.

**Heard In**

**B U F F A L O**  
 Things Are a Bit Quiet Now

*By Mary Ann*

JOE MILLER, manager, Columbia, is contemplating having a luncheon in the Terrace Room of the Hotel Statler, July 18th, following the screening at 11 A. M. of "American Madness." . . . Exhibitors from Syracuse, Rochester, Binghamton and Buffalo will be present, and it is expected Joseph McConville, district manager, will be there.

MILTON KORACH, former manager, Elmwood Theatre, Buffalo, is assigned to the Palace, Syracuse, as assistant. . . . It is definitely understood that the Schine Theatrical Company has taken over the Temple and Cortland Theatres.

DICKMAN'S FILM FLICKERS defeated the Buffalo Canoe Club, June 18th, 10 to 1. . . . June 27th they defeated the Buffalo Athletic Club, 8 to 4. . . . Alice McCarthy, Shea's bookkeeping department, is on a week's vacation at Crystal Beach. . . . In exploiting "Rebecca of Sunnybrook Farm," Shea tied up with the A. & P. Stores. . . . Above was tied in with ten leading Buffalo florists, which brought a mammoth display of flowers in the lobby of the theatre. . . . Wm. Bret, house manager, Buffalo Theatre, is vacationing. . . . Johnnie Carr, manager, Century, is spending his vacation. . . . W. K. Lendon, Universal, is spending four weeks in the Buffalo office. . . . Vincent R. McFaul, general manager, Shea operating company, drove to New York recently to confer with Mike Shea.

**BUFFALO CENTENNIAL IS ON. . . .** During centennial week all the Shea theatres are co-operating by boosting the celebration in advertising and lobby copy. . . . Bob Murphy is waking things up at Niagara Falls, where he is arranging a number of tie-ups. . . . Bob went after the fight pictures strong in newspapers and through the medium of one-sheets all over the town. . . . Bob also erected a large sign at the recent airplane races at the Niagara Falls Airport.

HARRY BERMAN, Shea, is sporting a new sedan, while Bill Bret is dashing around in a new sedan. . . . Bill Brereton, Charlie Taylor's able assistant, is putting on his

**"The Stoker" Will Soon Be Here**



And Monte Blue, in his gala return to the screen, and Dorothy Burgess are among the leads in this picture from First Division.

usual spring moving. . . . Sound pictures of the Schmeling-Sharkey fight were shown at the Hip, Buffalo; Bellevue, Niagara Falls, and Rivieria, Tonawanda.

JIMMIE DEERING, who presides over the check-room at the Buffalo, is on his way to stardom. . . . He started in recently by throwing a few snappy steps in one of

the Fanchio Marco Revues. . . . Shea publicity forces put over a big campaign on Ken Murray, Mary Brian and "Red Headed Woman" at the Buffalo. . . . Lafayette is making up with the union.

**Incorporations**

Summit Pictures Corporation of Manhattan. To deal in the motion picture business.

**Stanley Sues W. E. in Wilmington**

An attack upon the validity of the theatre reproducing equipment agreement with Western Electric Company, Inc., American Telephone and Telegraph Company and Electrical Research Products, Inc., is made in a suit filed in the United States District Court in Wilmington by the Stanley Company of America. The suit charges that the agreement forced upon the theatres is a violation of the Clayton anti-monopoly act.

This is the first time this issue has been brought to the front in the Wilmington District Court, although much talk has been heard contesting the plan by which theatres are deprived of ownership of vital equipment.

Plaintiff attacks the validity of the agreement with the defendant corporations, asking the court to decree that the reproducing sound equipment now in possession of its various theatres throughout the east, is its exclusive property.

It is contended that the defendants, through its cross licensing agreements, try to monopolize the business of producing sound equipment. It is contended that the Stanley theatres have already suffered damages that will amount to about \$1,500,000 through the existence of such a system.

H. G. Knox, vice-president of Electrical Research Products, Inc., issued the following statement with reference to the suit:

"The charges made in this complaint are not new but are merely part of the series of charges developed by Warner Brothers Pictures, Inc., and various of its subsidiaries during the past four years. In our view the complaint has no merit. We shall be glad to have it decided."

**Columbia Is Going Ahead Full Speed**



"By Whose Hand," with Ben Lyon, and "Hollywood Speaks," with Genevieve Tobin and Pat O'Brien, are a couple of new Columbia releases.



**HERE'S REAL BO**

**THE BIGGEST SURE FIRE MONEY ATT**

**HOTEL CONT**

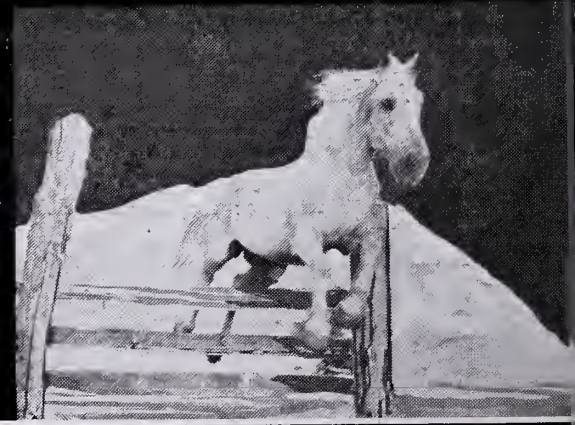
**LENAR**

**STRANGERS** of the

Jul 10'32 pg. 10

**2 KEN M**

**"Texas Gun  
Fighter"**



Owned and Produced by **QUADRUPLE FILM CORP. LTD.**

*Presented by*



# EX-OFFICE POWER!

## ACTIONS AVAILABLE TO THE INDUSTRY

Jul 10'32 pg. 11

# MENTAL

WITH  
**PEGGY SHANNON**

THEODOR VON ELTZ  
ALAN MOWBRAY  
BERT ROACH  
WILLIAM SCOTT  
ROCKLIFFE FELLOWES  
HENRY WALTHALL  
ETHEL CLAYTON  
J. FARRELL MACDONALD

# WERS

**CHARLOTTE HENRY**

JAMES KIRKWOOD  
BERYL MERCER  
MORGAN GALLOWAY  
JOYCE COMPTON  
JOHN ST. POLIS  
BETTY BLYTHE  
JOHN LARKIN  
CLARENCE MUSE

# EVENING

**ZASU PITTS**  
THEODOR VON ELTZ  
LUCIAN LITTLEFIELD  
EUGENE PALLETTE  
TULLY MARSHALL  
WARNER RICHMAN  
FRANCIS SAYLES  
HEROLD WALDRIDGE  
MIRIAM SEEGAR

# AYNARDS



# "Whistlin' Dak"

*ifany Pictures*

Distributed by **WORLD-WIDE**



## Syracuse Fleshless

Accompanied by a big ballyhoo for "Bring 'Em Back Alive," RKO Keith's, Syracuse, went straight film for the first time in years. New policy, following on the heels of Loew's shift from vaude-film to pictures, meant the dismissal of twenty-two musicians and five stage hands, with others slated for long vacations.

This is the first summer Keith's has resorted to an all-film policy since the days of so-called "big time," although Loew's has dropped its flesh several years.

When Keith's took over the Loew show it also agreed to employ the Brummit orchestra for six weeks, Loew's State having failed to remember a contract clause which required six weeks' notice if the house dropped stage shows before June 1.

## Heard In

# ALBANY

"Bring 'Em Back" Brings 'Em In

By Bill

WARNER THEATRES, Albany and Troy, and Albany exchange employees have an organization which gave a party late in June. . . . Every Warner employee in Albany or Troy attended. . . . Dave Weshner, assistant to the Warner eastern division agent, visited Albany exchange recently to confer with Ray Smith. . . . Lou Lazar, Albany zone manager, and Wilbur Grant, booker, went from the Albany exchange to a Buffalo conference recently. . . . Bill Kennedy, Champlain and Rouses Point exhibitor, has gone into his summer camp at Chazy River and the film boys have to hunt Bill now at the old fishing hole. . . . Tom Scozzafava, Mineville exhibitor, has closed his theatre for repairs. . . . Harry Lux, Oneida, Utica, was a visitor at RKO exchange in June, and when "Daisy" Halligan tried to book "Bring 'Em Back Alive" with Lux, he called in your scribe to testify as to the merits of that picture.

CLARK SANFORD, Galli Curci Theatre, Margarettsville, in the Catskills, left off fishing long enough to come to Film Row for new bookings. . . . Steam calliopes being driven through the Catskill mountain towns ballyhooing his pictures. . . . Jules Berinstein, Berinstein circuit, Elmira, was in town recently for booking purposes. . . . Lou Fisher, Fort Edward, has closed the Bradley Opera House and moved to Kingston. . . . He and Mrs. Fisher own the theatre.

ALBANY EXHIBITORS were worried about business, June 27, when the Yankees and Babe Ruth were to play. . . . But rain cancelled the game. . . . For the first time since it was opened last October, RKO Palace Theatre held over a picture for a full week. . . . It was "Bring 'Em Back Alive."

RIALTO, Glens Falls, operated for years by William Benton, Saratoga, but closed recently, will be reopened by J. A. Fitzgerald, Strand, Hudson Falls. . . . This will

## Fox Delivers Some Money Getters



And Adolphe Menjou and Joan Marsh in "Bachelor's Affairs"; Ralph Bellamy and Marian Nixon, in "Rebecca of Sunnybrook Farm," are the Fox folk here.

bring him into conflict with the Empire, also pictures and vaudeville, and operated now by Pete Dana, Universal salesman. . . . Fitzgerald is also taking the Park, Hudson Falls, from Benton. . . . Strand, Hudson Falls, has been cut from a seven to a three-day picture basis, owing to the strike in the Union Bag and Paper Company, which is hurting business. . . . J. A. Fitzgerald is a member of the Chamber of Commerce committee that is trying to settle the strike.

RKO looks like the start of a jungle these days, with tropical foliage hanging from the ceiling and walls as a reminder to visiting exhibitors that "Bring 'Em Back Alive" is the live picture at present for this firm. . . . "Daisy" Halligan, exchange manager, conceived the idea. . . . It looks like a prosperous summer for Schroon Lake and Chestertown exhibitors, as camp and cottage leases are reported heavier than last year.

MRS. RICHARDSON, who operates the Strand and Community Theatres, Schroon Lake, will keep them open every night. . . . Jerry La Rocque, Warrensburg exhibitor, is known as the prize pants presser. . . . He claims that a dozen pressed in five minutes is nothing for him and wants to challenge all comers. . . . RKO is having a busy time

right now. . . . Tony Ryan, Fox manager, says that workmen are nearly through with the elaborate changes being made at his exchange. . . . RKO Palace Theatre, Albany (vaudeville and films), has reduced its vaudeville show from five to four acts. . . . Alex Sayles, manager of the C. H. Buckley Albany theatres, bought a summer home last winter, intending to spend his summer Sundays there. . . . Then Albany got Sunday movies, and Alex has not seen his home on a Sunday this summer.

## Meinicker Succeeds Raymond

From Rochester to Johannesburg, South Africa, is a long jump, but Manager Charles Raymond, Loew's Rochester, is making that jump. He has been appointed manager of the new MGM theatre in Johannesburg and is on his way to the new assignment. He will spend six weeks in Europe studying English operation methods before starting the new job. His wife and two small children sailed with him and will make their home on the other side of the world.

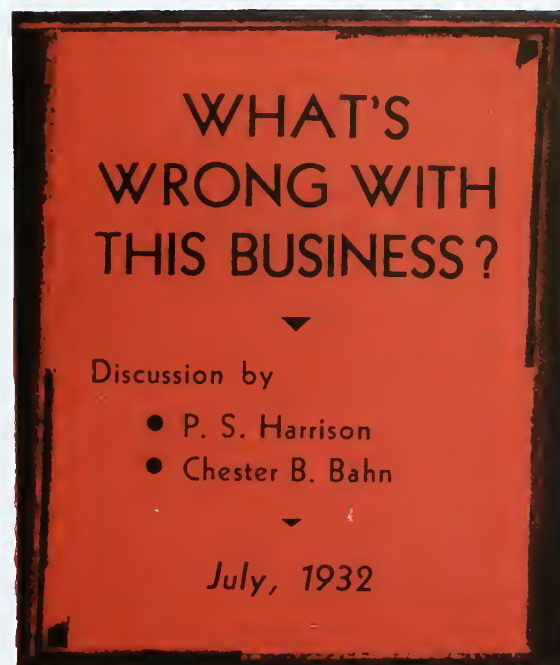
Edward J. Meinicker comes from the State Theatre, Cleveland, to take over the management of the Rochester.

## "Hollywood Speaks" and the Public Hears



Genevieve Tobin and Pat O'Brien are the principals in Columbia's movie flicker, "Hollywood Speaks." While "By Whose Hand" has Barbara Weeks and Ben Lyon.





A MONTHLY FEATURE  
OF  
EMANUEL-GOODWIN PUBLICATIONS

P. S. HARRISON gives His Views on

## WHAT'S WRONG WITH THIS BUSINESS?

WE HAVE HEARD THE QUESTION "What is wrong with the moving picture business?" asked so often that when we hear it again we no longer stir, for in the answer we expect to hear made the same statements as on all occasions, the same diagnosis of its ills, after which we go on about our business as before, unmindful of the real danger, like the fatalistic Orientals, who believe that all is ordained from above—that whatever is written is written, and that nothing that man can do can alter it.

And yet the very future of the motion picture industry lies in the correct answer, the accurate diagnosis of its ills, along with a willingness on the part of its leaders to make sacrifices for the good, not only of the entire industry, but also of their own, principally their own, for unless something is done quickly most of them will join the breadline along with thousands of others, exhibitors, producers, distributors. And I am saying this in all seriousness.

Either from habit or from a belief that my long apprenticeship in the industry enables me to make some worth-while suggestions, the editor of this publica-

tion has requested me to express my views for the benefit of its readers, hoping perhaps that my suggestions might result in some good. A two billion dollar industry lies in a heap and he has, no doubt, felt that the opinion of a person who has served its interests over a period lasting more than fifteen years, propounded to the industry, would do no harm if it actually did no good.

With the hope that I may contribute a small share toward the reconstruction of the wrecked industry, I have undertaken to express my views, but only with this understanding, that I bear the full responsibility for whatever statements that I may make, or views that I may express, in this article. I expect to spare no one that needs criticizing; therefore I feel that whatever punishment is meted out to those who express their views freely

**And answers the question with a most amazing and helpful article.**

and truthfully, I should receive alone; I want no one to share it with me.

THERE ISN'T A PERSON connected with the motion picture industry but realizes that the industry is in a state of collapse, and that the weak props that are staying it are liable to be knocked out at any moment. On the other hand, there isn't one such person but will admit that it can be salvaged by good pictures; and not only salvaged but made prosperous.

But the production of good pictures requires suitable material. And this we have not been having.

LET US GLANCE at some of the most important of such material selected last year for the 1931-32 season to see what kind of pictures it made and what were the results at the box office:

One of the most expensive productions of the 1931-32 season was "An American Tragedy." I understand that it cost Paramount almost \$750,000. There wasn't a chance in God's green earth for that story to have made a good picture, for no living being can make a picture



entertainment out of the doings of a man who seduces a young girl and then cold-bloodedly plans her murder and actually does murder her. Blame the director, if you will; blame even every one who had had anything to do with the production of it; unless you blame the person who approved the story you blame the wrong person. Whoever this executive was, he felt, no doubt, that the fame of the book and of the author, combined with the sex element in it, would offset all the shortcomings of the material. But he guessed wrong, for despite the additional publicity the picture received by the suit Dreiser brought to prevent Paramount from showing it to the public, it failed miserably at the box-office. It lasted about six weeks as a roadshow picture in New York, even though the Criterion Theatre, where it was shown, had fewer than eight hundred seats. The sex element in the picture did not save it.

Let us now count the cost of that mistake of judgment: The negative cost Paramount, as said, about \$750,000. Then there was the cost of distribution, of prints, of advertising, and of interest for the money invested and tied up during production and release. Then there was interest for the money paid for the story and kept on the shelf for a few years. This has to be counted in, too. The total cost of the picture reached, I believe, \$1,100,000. I doubt whether the receipts from this picture reached \$500,000. It is my belief, in fact, that nearly the entire negative cost has been a loss.

**BUT THIS IS NOT THE ONLY LOSS** Paramount sustained because of that mistake of judgment: In former years, Paramount would use a big picture to sell its program features. If the exhibitor refused to pay the price its salesman asked for the program features, he did not have any chance to get the big picture. Pictures such as "Covered Wagon," "The Ten Commandments" and others helped Paramount sell its other product at very high prices. Last summer and during the entire 1931-32 season, when it had "An American Tragedy" on its hands, the conditions were reversed; its sales forces could not use "An American Tragedy" as a sales club. The loss Paramount sustained because of it, therefore, must have reached a large sum of money. When you bear in mind that the gross receipts of this company exceeded \$50,000,000 a year, you will have an idea how big the loss must have been.

**ANOTHER GREAT LOSS** it sustained has been that in its theatres. An executive of one of the smaller circuits told me that the difference between a good and a bad picture on a week's receipts in his company's theatres averages \$150,000. Since this circuit does not operate even one-fourth the number of theatres Paramount operated at that time, it is reasonable to assume that the losses the Paramount theatres sustained during the week they played "An American Tragedy" reached more than \$500,000.

**Richard Watts, writing in the NEW YORK HERALD-TRIBUNE, states Harrison is the most illustrious upholder of the family standard among the Manhattan critics. Clean pictures has always been a principle of this independent publisher-warrior and to say that he has had considerable influence is putting it mildly.**

*(EDITOR'S NOTE — The industry needs a good scolding, and here it is. P. S. Harrison, whose REPORTS and FORECASTER have become important adjuncts to any division of the business, contributes a slashing, condemnatory article which puts every and all departments of the business on the pan.*

*This publication does not necessarily subscribe to the sentiments Pete Harrison conveys. But it does believe him sincere. In fact, it thinks some of his material slightly incorrect. But it does not and cannot deny that if the production moguls of Hollywood would only open their eyes and listen, much good can be accomplished. In the two years that Harrison has published his FORECASTER it has become a definite force. His analysis of programs gives the exhibitor an insight into what he might expect during the year. Granted that Harrison's deliberations may not always prove correct; he is trying not merely to analyze a production but better a condition.*

*This publication is pleased to present Harrison's picture of what is and what may be. It extended him the privilege of expressing his sentiments in the hope that it may help start a new era in the industry that will benefit the business.)*

And the Paramount organization is not the only one to lose money out of this error of judgment; those independent theatre owners who had this picture bought must have sustained losses, too.

But this is not the only expensive mistake Paramount made during the 1931-32 season; that about "The Man I Killed" ("Broken Lullaby") is another. The negative cost in this instance was around \$1,000,000. I dare say that this was a total loss; whatever they took in from rentals just about covered the cost of distribution, prints, advertising, and the interest on the money invested.

**LET US TAKE ANOTHER COMPANY** for our illustration—RKO. Last November, Hiram Brown, the president of RKO, sent for the representatives of the press to announce that RKO was broke, with a view to making the stockholders realize that, unless the refinancing plan was approved by them, the company would go into bankruptcy. Mark Luescher, at that time chief publicity director of the RKO Theatre Circuit, asked me to attend that conference. I did not feel that I could be of any help, but I went. After saying what he wanted to say, Mr. Brown stated that he would be glad to answer any questions put to him to the best of his ability.

**I ASKED HIM** in a courteous way, and with a view to being helpful, how far his company had gone towards producing "The Bird of Paradise." He replied to the effect that they had borrowed King Vidor, the director, from MGM to produce the picture,

that Mr. Vidor had been already working on the scenario, and that production would start about the middle of January. I said that I felt sorry they had gone so far because I believed that the play could not make an outstanding picture by reason of the fact that the same theme had been used many times, the last time being by Tiffany, in the picture "Aloha."

I understand that up to this time "The Bird of Paradise" has cost RKO \$860,000 and by the time the picture is ready for release the negative cost will reach the \$900,000 mark. The picture may turn out fairly good, but I doubt if it will take in enough money to cover the cost of distribution, of prints, of advertising, and of interest on the money invested. The negative cost will, I believe, be a total loss, no matter how good the picture may turn out to be. It cannot turn out a great picture because the story values are not there. The stage play, which was produced about twenty years ago, was highly successful, well enough, but at that time Hawaiian music and dances were little known in the United States and the play was accepted as a novelty. Such an advantage is lacking now. The story material, judged by 1931-32 standards, is of program grade; and the \$900,000 spent in producing it cannot raise it to a higher level.

**I DO NOT WISH TO BLAME** Mr. Brown for not stopping production of this picture at that time; I dare say that, if Mr. Brown had been impressed with my remarks, it would have been much easier for him to stop the sun in its course than to induce those fellows in Hollywood to cancel production of that picture. Dave Selznick perhaps wanted to show his father-in-law (Louis B. Mayer) that he is just as good a producer as Irving Thalberg. And when could he have a better opportunity? And the poor stockholders and the backers of RKO have to stand in the bleachers and see \$900,000 thrown away. I am not counting in the amount of money the company would have made, both in its theatres as well as its distribution department, had a good picture been produced in its place.

**IS THIS THE ONLY MISTAKE** the story department of RKO made?

No! Glance at "Friends and Lovers," which an RKO executive called "Friends and Loafers"! I have heard that nearly \$500,000 was spent on the negative. I doubt if the picture took in more than one-half the cost of distribution, prints, advertising and interest on the money used. The negative cost must have been a total loss.

"Girl Crazy"? Oh, yes! \$500,000 also. The cheapest program picture, in fact, cost RKO around \$400,000.

**RKO WAS IN ANOTHER UNFORTUNATE POSITION**; it had to foot the bill not only for its own losses, but also for those of RKO Pathe. Glance at some of the expensive mistakes that were made by those who selected the story material for the RKO Pathe pictures:

"A Woman Commands": \$500,000. "Prestige": \$500,000. "Common Law":—I don't know how much "Common Law" cost, but I doubt if your ten year old son, if you have one, could have ruined the book to a greater extent. If the treatment were done by a skillful writer, the picture would, I believe, have taken in at least fifty per cent more money, not only by the RKO Pathe distribution department, but also by all theatres owned by RKO as well as by independent exhibitors.



I CANNOT HELP telling you of a little joke. In "Prestige," there is, as you know, a guillotine, forming part of the story. It must have cost at least \$30,000. I suggested to an RKO executive that this guillotine be preserved, to burst the heads of many Hollywood production executives when the occasion demands it. He nearly fainted from laughing. Charlie Rogers, who produced it, and who is now producing pictures for Paramount, has, I believe, the record of having supervised the construction of one of the best guillotines ever seen in a picture.

LET US DISCUSS still another company — Metro-Goldwyn-Mayer. The mistakes MGM made were no less expensive than the mistakes that were made by the other companies. Take, for instance, "Freaks": it is so revolting that some exhibitors are refusing to show it. In some territories the exchanges have not tried to force them to show it; in some others, they have threatened, as I have been informed, court action.

In the case of "Wet Parade," MGM was not luckier, except that this picture is not as revolting. Yet its losses will be in proportion as great.

I COULD KEEP ON bringing example after example showing the producer mistakes and how costly they proved not only to themselves but also to the exhibitors. If the producers had not made so many poor pictures, the industry would have been better able to go through this readjustment period. But they did not. And no industry can stand erect when the proceeds from the sales are not enough to cover the cost of the articles it manufactures.

#### HAVE THE PRODUCERS LEARNED THEIR LESSON?

Not if the material they have selected for their 1932-33 pictures, as announced, is to be the criterion. Let us glance at some of it:

"ISLAND OF LOST SOULS," Paramount; the H. G. Wells book: This story deals with the efforts of a famous surgeon to turn animals into human beings by vivisection and grafting. It is revolting horror material, and if the agonizing cries of the animals as a result of the grafting are to be reproduced, people will leave the theatres when it is shown in them. In addition, it is abominable to Catholics, whose religion teaches them that only God can create man, and that it is blasphemous for any one to undertake the work that is God's. The claim is that there are more than twenty millions of Catholics in the United States. This fact alone should have induced Paramount to leave such a story alone even if no other religion were opposed to such doings. Paramount might just as well dump \$400,000 into the ocean rather than spend it in producing this picture with it.

"NO BED OF HER OWN," the novel by Val Linton, Paramount: This is one of the dirtiest books ever written; it is sex through and through—and what sex! In one situation the heroine and a friend of hers, having been evicted from their respective rooms for not having enough money to pay for their room rents, go to live with two women-friends of theirs, who made their living by selling their bodies. The two friends go home that night dragging after them two Filipinos. The friends beg the forgiveness of the heroine and of her friend for the embar-

**Why pick sex-ridden stories, asks Harrison. The editor of the HARRISON FORECASTER does not deny that sex is an essential to proper plot development but he does defend the necessity of keeping all pictures clean. In this most illuminating article, he points out the losses that result from such sex-ridden dramas.**

assing position they were putting them in on account of the smallness of the quarters, but the Filipinos had promised them, as they said, twenty dollars apiece and this was no time to throw so much money away. After a while, the heroine, too, decides to grab what she could out of men and there was hardly a man in town she had not grabbed.

"THE SONG OF SONGS," the novel by Herman Sudermann; Paramount: It seems as if there is not a man the heroine comes across that she does not give herself to. It is the limit of dirt, vileness and filth. There is no human interest at all.

"MOON AND SIXPENCE," by Somerset Maugham; RKO: The hero abandons his wife and children and goes to Paris to study painting. In Paris he makes one friend, a Dutch artist. Christmas Eve the Dutchman goes to the hero to invite him to dinner on Christmas Day and, finding him down with high fever, takes him home and sends for a doctor. The hero becomes well soon. In gratitude, he steals his friend's wife. After keeping her two years, he tires of her and sends her away. She ends her life by drinking poison. The hero goes to Tahiti and there he lives with a young half-caste. She bears him children. After five years, he contracts leprosy and dies.

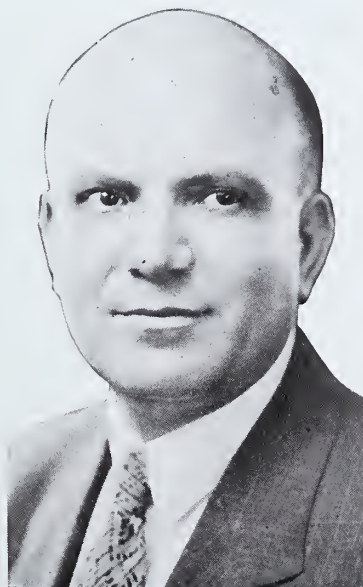
"LIFE BEGINS TOMORROW," the novel by Guido da Verona (an Italian); RKO: The hero, an Italian millionaire, marries the poor, but beautiful heroine. He supports all her family, including her brother, an idiot. She is happy except for one thing—he cannot arouse her sexual passions to their full capacity. The hero contracts tuberculosis and places himself in the care of the best

tuberculosis specialist, a famous doctor. The doctor and the heroine become infatuated with each other and the doctor, in order to remove the hero from his way, gives him a few injections of slow-death poison. The hero finds out of the affair between his wife and the doctor, and begs him to hasten his end by giving him an injection of a deadly poison, for he wants to make his wife happy. The doctor at first refuses (why shouldn't he? He had already done it), but the hero's pleas make him relent. He fills a syringe with a deadly poison. Just as the hero was making ready to inject the poison into his vein, the doctor grabs the syringe and, saying to the hero that he wanted to finish the work he had already started, shoots the syringe into his arm himself. In a few minutes the hero is dead. Scandal, of course! Leave it to the local editor, who puts a reporter on the trail, gets the evidence, and prints it. The university students where the doctor was lecturing are, however, incensed. Who dares malign a great man? And the doctor's laboratory assistant shoots and kills the editor. An autopsy is held on the body of the hero but the coroner's jury pronounces the doctor innocent. The doctor feels so guilty that he tells the heroine of the murder; he wants her to share the guilt. But what difference does a murder make between lovers? They will marry and start life anew.

"THE MOST DANGEROUS GAME," the novel by Richard Connell; RKO: The hero no longer gets any thrill by shooting wild animals and gets it by shooting and killing human beings, under circumstances that are too revolting to be fully described here. He gets his deserts by being shot and killed by the hero.

"THE SUN ALSO RISES," the novel by Ernest Hemingway; RKO: The hero had lost his manhood by a bullet during the World War. The heroine is a nymphomaniac (she accepts every man she comes across). The two spend their time together and with other friends drinking and carousing. But the hero is heartbroken because he is deficient in one of the important functions of life.

"THE GOOD EARTH," the novel by Pearl Buck; MGM: The characters of this story are all Chinese, and the story takes place in China. The hero, a farmer, marries a slave. She veritably slaves to help him become rich; she even gives birth to her children in the field, while at work. After becoming wealthy, he casts her aside, taking a concubine into his house. There is in this book the most artistic description of a bedroom scene between the hero and a habitue of a bawdy house that I have ever read in any other book or story. As a book, "Good Earth" is rare literature. As picture material—. I was asked by a prominent young producer, not connected with MGM, if I did not think that "Good Earth" would make a great picture. I told him that it would make the prize flop of the season.



P. S. HARRISON



**Lack of sense in story selection is one of the reasons, Harrison points out, that many ordinary program pictures become terrific flops. The examples he shows of how even the greatest of specials die at the box office because of little sense in mapping out the continuity drive him his point.**

"REUNION IN VIENNA," the play by Robert Sherwood; MGM; produced by the Theatre Guild: The main action revolves around the desire of the hero, an impoverished Austrian nobleman, to spend one night with the heroine, former mistress of his, but now married to a doctor. It was after the war when the proprietor of the hotel, where all the royalty used to meet to have its fling, conceived the idea of holding a reunion for all the broken-down royalty.

"THE HARBOURMASTER," the novel by William McFee; MGM: Dirty and vile; there is also a murder committed in it.

"CALL HER SAVAGE," the novel by Tiffany Thayer; Fox (with Clara Bow): The story is one of filth from the beginning to the end, starting with the birth of the heroine; she was the illegitimate child of a married white woman with an Indian. She grows up so wild that her mother and her supposed-father object to her associating with a certain millionaire rué. To show them that she brooks no interference from anybody, she marries this rué. The first night he initiates her to unspeakable and undescribable degenerate practices and she comes to loath him. She sends him away. Soon she is informed that he is seriously ill. She goes to him and learns from the doctor that he has paresis (softening of the brain) as a result of a chronic venereal disease. (The scene of the insane man's assault on the heroine in the room where they were left temporarily alone is a "peach.") She divorces him, and goes to New York. Her greatest joy there is when the U. S. Fleet is in. Thousands of sailors to pick from! After the fleet goes away, she picks up a Greenwich Village poet. One evening she is so inflamed that when the poet is unable to satisfy her she runs out into the street and picks up someone. He takes her behind a door; it happens to be the vestibule of a church. There, in the presence of the minister, they commit a sin. The minister is naturally horrified and decides to save her soul. Thinking that she is a homeless street walker, he takes her to his apartment. But instead of saving her soul, the minister loses his, for the heroine that night occupies the minister's bed with the minister in it.

"LAUGHING BOY," the novel by Oliver La Large; Universal: The heroine, a Navajo Indian, had been educated in an American School. She is the servant of a missionary. A white man seduces her and when the minister's good wife finds out about it she throws her out of the house in great Christian spirit. She becomes a prostitute. Later she hooks a young Indian; but she continues carrying on with a white man. In order to hold the love of her husband she fills him up with whiskey. Later she is shot and killed by her paramour.

"DODSWORTH," the novel by Sinclair Lewis; United Artists: The heroine, a married woman, becomes intimate with man after man, but her husband always forgives her, because he loves her. Finally he tires of her and divorces her, marrying another woman.

These are not all; there are more. But they are enough for our purpose.

BEFORE PROCEEDING WITH THIS ARTICLE, let me discuss with you the matter of sex in pictures. The opinion prevails among producers and, unfortunately, among not a few exhibitors, that unless the story deals with the sex problem in some form, a picture does not attract big crowds. If my object were to prove to you that such a theory is in the main wrong, I would produce the proof; but my present thought is to point out to you that the sex element, as used in nineteen out of each twenty pictures, is used wrongly, and that not only does it not please those who see the pictures dealing with it, but it outrages their feelings.

I CAN BEST ILLUSTRATE MY POINT by using as an example an independent picture released recently—"Escapade." The hero is in jail for a crime he had committed. All the time he talks to his cellmate about a wonderful brother of his, older than he, who had done so many things for him; the elder brother is not aware of the fact that he is in jail. The cellmate, on the other hand, talks about a double-crosser, who had sent him to jail, swearing to kill him when he gets out. The hero is released and goes to his brother, explaining his long absence by stating that he had been in Japan. The brother, a lawyer, neglects his beautiful wife because he is too busy a man. This throws the hero together with the heroine too often. Soon they commit an indiscretion. After the act they feel ashamed of themselves and the heroine asks the hero to go away so that they might forget their error. The hero promises to leave at once. But that night he sees his ex-cellmate prowling around the house and, remembering what he had said in prison, realizes that he is after his brother. He is thus forced to stay behind. Since this is contrary to his promise, the heroine reminds him of it. To tell her about the danger his brother is in would have forced him to reveal his prison record to her. So he says that he must stay a while longer but cannot explain his change of mind. That night the hero and his ex-cellmate shoot and kill each other. Thus the young hero offers his life to save the life of his brother.

NOW LET US SEE how the prevailing moral code has been transgressed and how it affected the feelings of those who saw the picture. The hero is a criminal. And no one can feel sympathy for a criminal. He seduces the wife of the very brother he said he loved. An act such as this is abhorrent to normal human beings, for there are very few people in this world who would not draw the line when it comes to seducing

close relatives. This teaching has been inculcated in us for centuries and it is part of our moral make-up. The hero's transgression of this part of our moral code, then, produced a feeling of abhorrence in those who saw the picture; his sacrifice, therefore, left us unmoved.

Let us now see what would have been the effect upon our emotions had the following alterations in character and plot been made. Suppose the scenarist made the hero go to jail in shielding another person, to whom he was under a moral obligation. We would be strong admirers of his, for he would have shown gratitude. Suppose also that the indiscretion the heroine had committed had been with some other young man and that the hero, in trying to protect the heroine, got the blame from his brother; if the brother were shown as a villainous character practically forcing his wife to seek diversion with some other man, then we might have been moved to tears at the sight of the hero sacrificing his life for his brother who was not worthy of such a sacrifice. The hero's loyalty to his brother would have touched our hearts. By such alterations, the sex element would have been retained without producing a feeling of abhorrence, the picture would not have cost the producer a dollar more, and both the distributor and the exhibitor would have made greater profits.

LET ME GIVE ONE MORE ILLUSTRATION—the Paramount picture, "Thunder Below," with Tallulah Bankhead. This is, I believe, one of the worst pictures Paramount has produced for a long time. It is nothing but a heartless waste of money at a time when Paramount needs it so much. In the picture, the husband is shown gone blind. His wife and his best friend are infatuated with each other. The wife feels her love for him, in fact, so much, that she plainly indicates to him, by her talk, that they must forget her husband and look after their own happiness. (In the book, a disgraceful scene is described. In the picture, the same scene takes place, altered somewhat, but the meaning of it does not escape any one). Before the book was bought, I wrote a treatment on a "dare" with a prominent independent distributor, whom I assured that, as rotten as the story material of this book was, with proper treatment, I believed it could be made into a good picture. In the treatment I had the husband blinded in the beginning of the story during an act of saving the life of his friend from asphyxiation when an oil gusher suddenly sprung up and the friend became entangled in the derrick; a piece of rock, which had fallen upon the husband's nape, while in the act of dragging the friend to safety, injured his optical nerve, blinding him, and the friend, in gratitude, offered to be his friend's "eyes" for the rest of his life. I suggested a change in the characterization also of the heroine, so as to make her sympathetic; I had the husband marry her when she was poor and, with his money and love, make a lady out of her. With such characterizations, I had heroine and friend fall in love with each other, but since they were fine characters,

**Harrison calls the Hollywood system obstinate, obdurate, stubborn, inflexible, blind and cruel.**



they would do nothing that would make them ashamed of his friend and her husband, a man who had been so wonderful to them both. All through the story these two persons are suffering, but are still loyal to the husband. In the end, an earthquake, properly introduced (and not in the way the book introduces it) kills the blind husband, leaving the two lovers to be united legitimately and with the good will of the audience. This treatment would not have caused the expenditure of any additional money and would have made a picture which, according to the opinion of all those friends of mine who read the treatment, would have pleased every one who saw it. (In the Paramount picture the heroine kills herself). This should convince you that the presence of the sex element in a picture does not necessarily make such a picture a box office success.

JUST GLANCE AT THE LIST of the pictures that follow and you will realize how little the sex element in a picture helps to bring the dollars to the box office, for unless it is introduced in a proper way, it outrages the feelings and morals of the spectators: "Twenty-four Hours," "The Road to Singapore," "The Road to Reno," "Expensive Women," "Good Sport," "The Cheat," "Private Lives," "Safe in Hell," "Under Eighteen," "Husband's Holiday," "Two Kinds of Women," "No One Man," "Tomorrow and Tomorrow," "West of Broadway," "A Woman Commands," "The False Madonna," "The Greeks Had a Word For Them," "Three Wise Girls," "Wayward," "She Wanted a Millionaire," "After Tomorrow," "Impatient Maiden," "Dancers in the Dark," "Polly of the Circus," "Play Girl," "Working Girls," "Careless Lady," "The World and the Flesh." All these pictures either deal with a phase of the sex question or have a character make some dirty remark; and yet they have failed miserably at the box office. On the other hand, the harm they do cannot be computed in dollars and cents. The different civic organizations and better film committees are in communication with millions of people throughout the United States. Every time a sex picture is released, all these organizations inform their membership of it and the parents see that their children do not go to the theatre when these pictures are shown. And in most cases they keep from such performances away themselves. Millions of dollars are thus lost every year, not only because of this sort of pictures but also because most of these picture-goers eventually lose the picture-going habit.

#### WHAT ARE THE QUALIFICATIONS OF THOSE WHO SELECT THE STORY MATERIAL?

Let us look into RKO, the company of which Mr. Aylesworth is president, the man who said that bankruptcy is the cure: At the head of the story department in New York is Lee Marcus, a former film salesman. At the head of the film company, Radio Pictures, is B. B. Kahane, a lawyer, formerly attached to the RKO legal staff. Mr. Marcus may be, and I believe he is, a first-class film salesman; and Mr. Kahane, a first-class lawyer. But what does either of these gentlemen know about story material? If Marcus had the ability to select good material, he would have shown it while he was the head of RKO Pathe. Pictures such as "A Woman Commands," "Prestige" and others of this quality, then, would not have been made; and if there were any valid reason why he could not exercise his authority at that time, he would have shown his ability in the selection of the coming season's material as announced by RKO.

**Immediate reforms are needed, says Harrison, but he has little hope that there will be much change in Hollywood ideas. The editor of the FORECASTER, which analyzes stories when they are announced by film companies, is ever ready to defend the industry, even though he thinks the drastic sweeping out it needs is far away.**

WHAT IS THE QUALITY of the material announced? I have read the books or plays for eighteen pictures. Out of this number, only one is excellent and two fairly good; the remaining fifteen are either rotten, or putrid, or corrupt, or mediocre. Had Mr. Kahane known anything about such material, he would have certainly prevented the story department from announcing them and offering them for sale.

MERLIN H. AYLESWORTH, president of this company, in speaking to the members of Motion Picture Arts and Sciences, at Hollywood, on the fourteenth of June, stated that the industry is in a state of collapse, and that when the first company makes the first move in an application for receivership the other companies will follow. He gave as the cause the abnormally big salaries and the drop in receipts. If all the companies that are now in a bad condition went into bankruptcy twice a year as a regular diet, it would avail nothing unless they put at the head of their story departments dramatists who know their business, instead of film salesmen. With good pictures, the receipts will be better despite the depression. Mr. Aylesworth has had the proof of it lately in the picture, "Bring 'Em Back Alive," which is now playing at the Mayfair Theatre, in New York; despite the depression, the Mayfair's records have been broken. It is the picture people want to see, and it has been exploited with intelligence.

LET US TAKE ANOTHER COMPANY—PARAMOUNT: The place of Jesse L. Lasky has been taken by Emmanuel Cohen. The only production experience Cohen, to my knowledge, has had has been editing Pathe News. When Paramount decided to start a newsweekly, it engaged Mr. Cohen as the editor. Little by little he worked himself into the inner councils, and from a nominal salary he was getting, he now receives \$2,500 a week, in a job in which he has not served an apprenticeship. What chance has he to bend the Hollywood system to his will, a system, obstinate, obdurate, stubborn, inflexible, blind, and cruel, a system that crushes the heart out of every honest man who tries to oppose it?

EMMANUEL COHEN is not the only person without production experience of any consequence to assume production responsibility in the Paramount organization; Sam Katz is another. Katz has made a dismal failure trying to conduct the Paramount theatre circuit profitably and now he is going to be a successful producer! Ye, Gods! Harken to this information that I received a few weeks ago: George Schaefer received a twelve-page letter from Katz, who is on the Coast, supervising production. Mr. Schaefer called into conference all the bookers, district supervisors, and district managers to give them the great news. George read the letter himself; it stated that the product for next season will be "wonderful" now that he, Sam Katz, is looking after production matters. The first picture they will receive, Katz said, is not so good, but wait and see!

#### WHAT ARE WE GOING TO SEE IF WE WAIT?

I have so far read fifteen books or plays announced by Paramount. Out of these, eleven are either rotten, or putrid, or corrupt, or indifferent; one is fair, and only three are good. The names of some of the rotten stories are the following: "No Bed of Her Own," "Farewell to Arms," "The Song of Songs," and "Seventy Thousand Witnesses." "The Song of Songs" and "No Bed of Her Own" could have been judged as attractive picture material only by persons who have no conception whatever of what constitutes good picture material. That is what we are going to see. And what a sight!

LET US LOOK INTO THE FOX STUDIO LOT: The brilliant Fox production minds recently felt that their pictures lacked showmanship. A board must be formed, of course, to advise the directors what showmanship ideas to put into the pictures to make them draw bigger crowds. The board was formed. And whom do you think they put at the head of this board, this brilliant conception of profound thinking? Lydell Peck, the husband of Janet Gaynor! And do you know how Mr. Peck got a job in the Fox lot? Last year Janet was sulking. Edward R. Tinker, the president of the Fox company, called on her to see what he could do to get her mind back to work. Tinker realized how unhappy Janet was with hubby away from her and hired him at a salary of one thousand dollars a week. Now Mr. Peck is going to tell the directors what showmanship is!

Now that Mr. Sheehan is back, let us hope that he will stop this nonsense.

LET US TAKE JUST ONE MORE COMPANY, of the important ones, to see what the conditions at its studio are—Metro-Goldwyn-Mayer. Sometime ago I made an analysis of its program from the box office point of view and found that its flops were fifty-nine per cent of the total and its successes only eighteen per cent. In other words, fewer than two out of ten were successes. This is a poor showing as regards to what the percentage of successes should be, but it was a good showing as compared to the products of other companies, which were poorer. But because this company has a first-rate publicity organization it made every person in the industry believe that every one of its pictures was a success. It is hardly necessary to recount its flops; every exhibitor is familiar with them. But because everybody's mind was keyed up, almost every exhibitor clamored for the MGM pictures. The MGM forces, knowing this, increased their demands and imposed harsh terms on the exhibitors. Their attitude has, in fact, been so arrogant that we are now finding ourselves before the strange phenomenon of seeing exhibitors pray that MGM have hard luck for a year so that it might be taught a lesson. They know that if MGM should make poor pictures for a season they will suffer thereby, but they do not seem to mind it; they are willing to be



punished so long as they know that MGM, too, will be punished along with them. And the exhibitors are, I believe, about to see their prayers answered, for although MGM has not yet announced its 1932-33 season's program, it has announced in the trade press the purchase of enough novels and plays to give us an idea what the probable quality of the entire product will be.

AMONG THE BOOKS OR PLAYS ANNOUNCED are the following: "The Good Earth," the novel by Pearl Buck; poor—the characters are all Chinese. "The Devil Passes," the play by Benn W. Levy; it mixes morality and religion—not a chance. "Reunion in Vienna," the play by Robert W. Sherwood; material putrid for a picture. "The Harbourmaster," the novel by William McFee; putrid material. "Eskimo," the Peter Freuchen novel, which MGM is ballyhooing as a great picture; putrid material. "Education of a Princess," the autobiography of Grand Duchess Marie; biographical sketches have never made good pictures, but this one might make a fair one because of the fascination the doings of royalty has on the masses. In this case the interest is heightened by the tragedy that befell the Romanoff family, of which Grand Duchess Marie is a member. This is the only one an exhibitor catering to fairly intelligent and to the intelligent classes might book without any misgivings, not as a great, but only as a fairly good, picture.

THE PICTURE GROSSES have fallen down to an average of \$250,000 or even less. The negative cost of the average MGM picture is, as I understand, around \$500,000. Adding to this amount the cost of advertising, positives, and interest on the money

invested and you will find that the amount reaches nearly \$600,000. Figuring the distribution cost as thirty per cent, you will realize that, for MGM to cover the cost of negative, prints, advertising, interest on the money, and distribution, it must take in about \$900,000. There isn't such money in sight; there isn't even \$600,000 average. Heretofore MGM has been making up its losses partly from the receipts from foreign lands and partly from its theatre profits. But the MGM theatres are suffering like other theatres, and the foreign receipts are not so great now. So unless it reduces the cost of production the dream of the exhibitors may be fulfilled. But to cut the cost of production at the MGM studio is like eliminating snow in winter; it is geared up so high that it is hardly possible for it to come down to earth. And if it does reduce it, what will happen to the quality? What will be the result when the MGM supervisors stick their hands into the MGM gold pot and find it empty?

Why don't the heads of the film companies employ the right persons as heads of the story departments?

How can they? One of them was a barber by profession; he has had no training as a writer. Another has been drafted from another amusement field, but seems to know very little about drama; if he knew anything about it, he would have prevented his department heads from choosing the atrocious material they have chosen for the coming season. Another has been a dealer in merchandise in his early days. Another was a drug store man. There are a few who, of course, understand their business. And yet they continue making more poor than good pictures; they are, no doubt, victims of the Hollywood system, a system of corruption and graft which they cannot overcome.

I DON'T MIND TELLING YOU that the future of the moving picture business does not look so rosy to me. The cost of production is beyond what the theatre box office will yield. And it cannot be cut down, for the producers through their shortsightedness have created such a racketeer Frankenstein in Hollywood that they cannot control him. If a strictly honest and

physically, as well as mentally and morally, strong person were sent to Hollywood to put out the grafters who are eating the vitals of the industry, engaging in their places men with conscience, he will find himself before a stone wall; the grafters will so sabotage him that his hard efforts will go to nothing.

THERE WAS A CHANCE FOR THE INDEPENDENT PRODUCERS to make real progress this time. Their chances for such progress, in fact, have never been as propitious. But nothing may be expected from those quarters, for the independents are men without vision, small-minded, incapable of accomplishing anything great or original. They are nothing but imitators, aping what the big fellows do. Their minds are too small to conceive anything original; to set out a policy for themselves and to pursue it to a successful end. They are hopeless.

WHETHER IT IS POSSIBLE, under the prevailing conditions, to place at the story-selecting posts persons with experience and training or not I cannot say. But this much I can say, that unless this is done, unless graft is banished and the cost of production for the average picture is brought down to less than \$125,000, regardless of the sacrifices involved, and unless the theatres are turned back to individual management, I dread to think what the fate of the industry will be. It may be necessary to bring the production of most pictures east; even all of it. Whichever the case, decisive steps must be taken. The admission prices have come down, in many cases to ten cents; theatre attendance, because of the poor quality of the pictures as well as the prevailing depression, has fallen down to about one-half of what it was in 1929; and the exhibitor is unable to pay even one-half the rentals that he was able to pay in the old days. Consequently, the income of the industry has fallen to a low level. And with an income that has diminished to such a point, how can the industry continue paying for extravagance and graft?

Immediate reforms are needed. But where are the leaders that will put them through?

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# SOME COMMENT ON THE LICHTMAN PLAN

By CHESTER B. BAHN

AS THE DAYS GROW INTO WEEKS, and the weeks into months, it becomes increasingly difficult for the motion picture producer and the motion picture theatre operator to view the outlook through rose-colored glasses.

On January 1, last, there were about 18,715 theatres in the United States. Of this number, 14,126, or roughly 75 per cent, were open, and 4,589, or approximately 25 per cent, were dark. The average weekly attendance in 1931 was 75,000,000.

How many motion picture theatres are open and how many closed today, I do not know, nor indeed, does any one else. There has been a marked increase in the number of dark houses.

Turning the key in the door, obviously, has aggravated the financial distress of the producer and the distributor; closed theatres pay no film rentals. Of equal importance, at least, is the fact that the growth in the number of closed theatres has failed to solve the overseating problem found in practically every city and in many towns and villages.

If sharp reductions in the number of competing orchestra chairs, augmented programs, policy changes, and downward revision of admission scales cannot stem the flow away from the box office, it is obvious that the Fourth Industry must look elsewhere for avenues to financial salvation and, eventually, new prosperity.

Lower negative costs, made possible by sensible action in the matter of salaries, company executives as well as stars, and by sensible production economies, are one approach; elimination of spendthrift egoism in Hollywood is long overdue. Better pictures, equally long overdue, are another approach. And a system of distribution that (a) will reduce the present cost of from 20 to 35 per cent to 10 to 15 per cent; (b) require the fan to pay a fair price, and (c) give him some assurance of value received for his money is still a third.

EXAMINE THE EXISTING SYSTEM of distribution in the light of the facts and the conclusion that it is an anachronism becomes unescapable. Modernization is imperative, whether such modernization takes

the form of the plan proposed by Al Lichtman, vice-president of United Artists, or some similar scheme. As a matter of fact, the discovery that the existing system is wholly outdated is not surprising; the occasion for surprise rather is that it has not been realized by the industry's leaders in the long ago.

In what other field would it be deemed good business to sell a half dollar item for a dime, and a dime item for a half dollar?

AND YET, AS MR. LICHTMAN POINTS OUT, that is exactly what the film trade is doing and has been doing. United Artists' executive might have added that the latter is more often the case than the former, but perhaps he felt that was self-evident.

Mr. Lichtman says: "Can this industry afford to continue to sell pictures at 50 cents in certain theatres and, a month later, sell them in other theatres for 10 cents, and then expect the public to rush to the 50-cent theatres?"

It most certainly cannot today when the public, picture-wise and its pocketbook materially thinner, is shopping for entertainment values.

SINCE IT OUTGREW its nickelodeon swaddling clothes, the cinema has been guilty of extravagance, and to that extravagance may be traced many of the evils from which it is now suffering. The cinema caused two or three theatres to grow where one was sufficient; it spent prodigally for talent, etc., and it carried that same extravagance to programs, an equally grave mistake.

The nickelodeon and the dime and 20-cent house that succeeded it built fortunes, it is true, but they also placed the stigma of cheapness upon the cinema. It is a stigma that persists. Unfortunately, the world and his wife lack respect for that which costs little. Had the cinema made its debut at \$1 or even 50 cents, its social and financial status today would be indefinitely stronger.

It is my opinion that for 10 years at least, perhaps much longer, the cinema has been underpriced at the box office. Instead

of requiring fandom to pay a fair price for entertainment, and maintaining the quality of that entertainment, the film industry has been giving too much for the money, sometimes in quality, or, if not that, then in quantity.

HAVING FAILED to hold its clientele by a give-until-it-hurts policy, it obviously behooves the industry to take another tact, and if it acts sensibly at this time, the depression yet may prove the traditional blessing in disguise, the cloud with a silver lining and the other bromides. A respectable majority of those going to the movies today are going because they want entertainment; they do not hesitate to pay for *quality* entertainment, whether the price be 40, 50 or 60 cents.

Thus, the time would seem to be near for the theatre owner and the theatre operator to place his box office in order, a prime factor in Mr. Lichtman's scheme of things as I see it.

MR. LICHTMAN PROPOSES to grade pictures as Class A and Class B; that may turn the trick, but a third class might be advisable. He suggests a 50-cent minimum for Class A pictures, and feels that 3,000 theatres would prove sufficient outlets. For Class B product, he names 25 cents as the maximum charge and believes that 5,000 theatres playing them would meet national requirements. The plan implies, of course, that runs in both classes would be exclusive; that is to say, films would not be "sold down the river" upon the conclusion of their first run in a given town.

Exhibitor criticism of the plan has taken two slants. One holds it impractical; the other is concerned with the effect upon the "little fellow," nominally the neighborhood exhibitor dependent upon subsequent runs at the present.

Confessing sympathy for the "little fellow," one cannot at the same time be blind to the fact that the subsequent run accounts net only 25 per cent of a picture's revenue. Certainly, the first-run accounts, contributing 75 per cent, are entitled to first consideration and the greater protection. Exclusive runs need not necessarily doom the neighborhood theatre; indeed, to my way of thinking, the latter is the logical Class B (and, perhaps, Class C) house. Incidentally, the variation in grade of product at present is as acute a problem for the small exhibitor as it is for the circuit. More than any other reason, it explains double and triple feature programs.

THOSE WHO CRY "IMPRACTICAL," do so without reflecting upon past and present experiences of show business. Price distinctions and class distinctions are not new; they have prevailed in the legitimate theatre, in vaudeville, yes, and to some extent, in the film field.

In the legitimate, there was a public—and a paying one—for both the \$2, \$2.50 and the \$1, \$1.50 attraction. In vaudeville, "big time" and "small time" both made money, playing to what were virtually segregated audiences. In pictures, the successful road showing of superior product at advanced prices has demonstrated that class and price grouping is economically sound.

INDEED, CLASS A AND CLASS B PICTURES and theatres are here today, although the distinction may not be arbitrary. Else why do you find certain releases of major circuits going directly to repeat houses without "show window" engagements?

**Chester B. Bahn is motion picture and drama editor of THE SYRACUSE HERALD, upstate New York daily. His opinions are generally respected by the trade. In his discussion of the Lichtman selective run plan he reveals that Lichtman is advocating a condition which has been present in the industry for some time.**



**Last Call . . .**

**TO ORDER YOUR**

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Jul 10'32 Page 20

Write for our "Keep Kool" Manual and any other information you desire on special announcement trailers.

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**Syracuse Outwits U. S.**

Following the elimination of "flesh" from the Syracuse Rialto, theatre admissions in Syracuse are on the lowest scale in the history of the city.

And, incidentally, Uncle Sam will realize little revenue from the town through the slapping on of the new tax. First to drop was Loew's State, which, after the elimination of stage shows, cut from a 55-cent week-day top to 25 cents until 6 P. M., 35 until close. Sunday and holiday admissions are 30 cents until 3 P. M., then 40. Children's price was cut from 15 at all times to a general 10-cent admission.

**Syracuse 100 Per Cent Chain Controlled; Dewitt Passes**

**Tough Situation Rests in Hands of Circuits**

Syracuse Main Stem today is 100 per cent chain-controlled.

When the Central New York Theatres Corporation, subsidiary of the Skouras Theatres Corporation of New York City, with headquarters there, leased the Dewitt (Empire) for a term of years, it eliminated the last independent major theatre in the downtown area.

While the policy the Skouras interests will adopt has not been announced, it is understood that it will call for straight pictures. The new lessees may transfer the Eckel programs to the Dewitt.

Final decision may depend upon the result of the theatre swapping deal between RKO and Warners, which would give the former the Strand there for a double feature, repeat policy at a quarter.

**Heard In**

**E L M I R A**

Comerford Taking Back a Few Houses

By Jay

KEENEY AND CAPITOL THEATRES have reduced their prices to 40 cents, with 30 cents for midnight and afternoon shows. . . . Strand is 25 cents to 3 o'clock, and thereafter 40 cents. . . . Regent and Colonial are on a 25-cent rate, with matinees at 15 cents. . . . Theatres in Waverly and Owego and Sayre are expected to revert to the control of M. E. Comerford, August 1st.

MANAGER HARRY WATTS, Keeney Theatre, pulled the biggest publicity stunt here in years to advertise "The Dark Horse." . . . He organized a torch light procession, headed by a band and police, followed by 40 automobiles carrying Democrats and Republicans, each displaying banners announcing they were headed for the first showing of the picture. . . . At the theatre, Manager Watts had a leading Republican and a leading Democrat extol the merits of their party candidates.

**"Once in a Lifetime" Approaches**



Zazu Pitts as the telephone operator; June Clyde, in "Back Street," and Tom Mix, in "My Pal, The King," are all Universalites.

**Is Seider Booking or Does He Own Them?**

Announcement has been made that the Little Neek, Little Neek; Laurelton, Laurelton; Huntington, Huntington, the new theatre in Northport; Island, Jamaica, and Gables, Merriek Road, all Long Island houses, are being booked by Joe Seider interests.

Owners of the first four, however, state they are still operating them, although Seider is booking. Seider is supposed to have declared that he is operating the quartet.

And that's the way it goes.

**Contracts Present Plenty of Headaches**

Those who have had a chance to gaze upon most of the contracts are finding lots of objectionable clauses.

It has also been pointed out that the companies have been exchanging clauses in various spots. Thus, observers say, a clause which limits dime movies or double features may be in A's clauses in one zone and B's in another, but anything that the exchanges consider objectionable is generally covered in somebody's contract in each territory, thus taking care of each situation.

It seems rather odd.

**"Miss Pinkerton" Is a Thriller**



Warners' picturization of the "Satdee Post" yarn has George Brent and Joan Blondell as featured folk.



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Plenty of Tie-ups

Plenty of tie-ups are available for exhibs who book "Monte Carlo Madness."

The press book, which is one of the best in recent months, covers all angles and gives any theatreman enough ideas with which to sell the Sari Maritza-First Division creation that is doing marvelous business.

## For Buck Show

Manager Jay Golden, RKO Palace, Rochester, put on a big outdoor ballyhoo for "Bring 'Em Back Alive." He even got the city fathers to allow Sally, the Zoo elephant, to be trucked downtown and posed in a parking station next to the theatre for the gaping crowds. This is the first time one of the animals has been allowed to leave the Zoo for a private enterprise.

Two cages of monkeys added to the jungle atmosphere and big banners and pictures on the outside of the theatre helped to put across the film in a big way.

## Utica Wedding Over

Much heralded wedding on the stage of the Stanley Theatre, Utica, packed the house with 3,000 persons and left an equal number on the outside.

The bride was escorted down the middle aisle by Bert Leighton, house manager, to the stage, where she met the groom. Pastor of Zion Lutheran Church officiated. The Utica Maennerchor, in which the groom is a member, sang several selections.

Utica merchants co-operated with the Stanley in making the wedding more than the usual stage proceeding.

Park Theatre, Newburgh, is co-operating with Newburgh Retail Provision Dealers' Association in a prize contest to stimulate sales.

## Hartung on Job

John A. Hartung, new manager, Broadway Publix, Newburgh, has lost no time in establishing local connections. He brought an Indian Band from Golden Rule Inn near Kingston to entertain at a meeting of Newburgh Kiwanis.

## Chain Free Tickets

Bert Leighton, Stanley, Utica, manager, is a hound for free ticket stunts. Here are his latest: Ten free tickets were mailed every day to people 88 or 8 years old, inviting them to be his guests. Persons of that age simply have to write him, asking for the slips. Then every person bringing seven other persons to the theatre at any one performance was admitted free.

## "Bring 'Em Back"



Here is the front that all New York is raving about. It helped Frank Buck's "Bring 'Em Back Alive" break all records when it played the RKO Mayfair Theatre. It was one of the most outstanding on Broadway.

## Identification Photos

Manager Robert E. Hicks, Century, Rochester, crowned his final week with an identification contest in co-operation with the "Times-Union." Photographer mapped portions of buildings and let the readers try to identify them. Tickets for the winners, with \$10 prize to one mounting pictures most attractively.

Publix Broadway, Newburgh, John A. Hartung, manager, put on a week of carnival with co-operation of local merchants.

## License Gag

Under the head of "Community Enterprises," advertisements are appearing in Hudson newspapers which have scattered among them from time to time the license numbers of certain Columbia County automobiles. Owners of cars whose license numbers are mentioned are entitled each to two passes to the Star Theatre.

## Board Bans Stunts

As a result of "Shipwreck" Kelly sitting atop the Rockland Theatre, Rockland, and other advertising stunts causing congestion and noise in the streets, the Nyack Board of Village Trustees has enacted an ordinance placing a ban on all such commercial schemes.

## "Forbidden Company" Rates a Nice Hand



"Forbidden Company," distributed by First Division, offers John Darrow and Sally Blane as the principal participants.



**"The Midnight Lady" Offers a Few New Angles**



"The Midnight Lady" offers Claudia Dell, Lina Basquette, John Darrow and Sara Padden among a lot of other featured players. First Division distributes.

**Real Help**

Rochester theatre managers who have had their publicity staffs cut, get a break in the co-operation of the "Democrat and Chronicle" and the "Times-Union." These affiliated papers provide services of Ross Kellogg to promote contests and other publicity stunts without cost to the theatres.

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Motion Picture Industry*

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Bath, Shower and Radio

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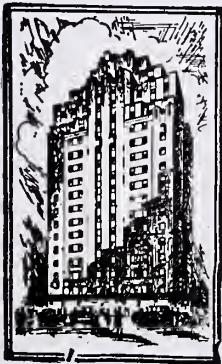
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SPECIAL WEEKLY RATES

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BATH, SHOWER  
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hot weather. Surf bathing from hotel.

IDEAL CONVENTION FACILITIES  
ATTRACTIVE RATES



**F-D Forges Ahead**

With several of the 1932-1933 pictures in the house, First Division is getting ahead for a banner season.

The metropolitan, Albany and Buffalo exchanges, in this zone, have pledged themselves to top last year's business with plenty to spare, and from the looks of things, they will.

**Heard In**

**NEWARK**  
Sidney Franklin Has Something To Say

**By Bob**

PROCTOR'S, LOEW'S STATE AND PARAMOUNT-NEWARK have dropped vaudeville for the summer with a consequent price drop. . . . Wonder how the RKO house will compete with other two on basis of screen product. . . . Effort to compete with neighborhood house on admission price is given as the reason for the shift in policy. . . . That's only partly true. . . . Refusal of musicians to eliminate extra orchestra for supper show is an important factor which managers are trying to keep subrosa. . . . Little Theatre got another break—this time it was the safe. . . . Burglars got \$585. . . . Sidney Franklin, president of Cinema Co., Inc., operators of the sure-seater, despite the cracked safe, is all smiles. . . . "Cain" business is the reason. . . . Even though his sister, Mrs. Keeley Morse, is a patient at the Jefferson Hospital. . . . Mrs. Morse is Marie Franklin, well-known vaudeville pianist. . . . Sidney Franklin came to Newark a little more than two years ago. . . . Today he is managing director of the Little, being the majority stockholder in the enterprise. . . . Stuart I. Whitmarsh, Franklin's predecessor, got one year in the penitentiary for conspiracy to defraud. . . . He's out on appeal.

THREE FORMER HOUSE ATTACHES, at Warner's Capitol, brought back from Flagstone, Ariz., on a charge of having decamped with \$2,000 belonging to house. . . . One was assistant manager, the other two were ushers. . . . N. Y. Paramount, because of the absence of vaudeville in Newark, using space in local sheets to attract Jersey customers. . . . "Scarface" breaks Loew's State policy of not holding pictures for two weeks. . . . Fortnight running decided before film opened, because of lack of strong product. . . . Bill Phillips, manager of the house, made a combination train and plane trip to Dallas, Texas. . . . Mcsque Theatre marquee advertises: For Rent by Day or Week. . . . Charlie Blum, manager of money-making Lyric, all aflutter over exhibitors' convention in Atlantic City.

**Capitol, Rochester, Closes**

Capitol Theatre, Rochester, has closed for six weeks to install a cooling system. The improvement has been planned for some time.

During the closed period, Manager Al Kaufman will have redecorating done to freshen up the theatre's appearance before reopening.

**Radio Has a Swell Trio**



And Constance Bennett and Neil Hamilton, in "What Price Hollywood"; Gwili Andre, in "Roar of the Dragon," and Ricardo Cortez, in "Is My Face Red?" are all RKO favorites.

**Heard In**

**ROCHESTER**  
Mink Back and Kreag Leaves

**By Eeitch**

MAX MINK returns from Schenectady to the RKO Temple as assistant manager, with Walter Kreag transferred to the RKO Proctor, Schenectady. . . . W. W. Risley continues as manager of the Temple. . . . RKO Palace finally cut its balcony prices to 35 cents to get under the Federal tax. . . . Saturday and Sunday prices also cut and boxes eliminated. . . . Lower prices all around seems to have given theatre business a big spurt, at least temporarily. . . . Temple Theatre following the example of the Regent in bringing back one old film on its double feature programs.

MARTY ANDERSON, who quit show business for the dry-cleaning racket, is back as assistant manager of the Century, following a three weeks' assignment as man-

**Kearney in Amsterdam**

William A. Bennett, for two years manager of the Amsterdam Theatres Corporation, has severed his connection with that concern and has been succeeded by B. L. Kearney, Ashtabula, Ohio. Kearney, who has been in the theatre business for the past 25 years, comes to Amsterdam from the M. A. Shea Ohio circuit.

**"Monte Carlo" in Brooklyn**

"Monte Carlo Madness," with Sari Maritza, distributed by First Division, gets another metropolitan first run when the Fox, Brooklyn, plays it next week-end.

The show, which scored at the Roxy, is getting ace runs in all spots, several southern cities have booked it recently.

In Baltimore it topped the average gross more than \$4,000 against tough opposition.

ager of the Publix Fulton. . . . RKO Palace is running a local news reel sponsored by different advertiser each week.

**World Wide Distributes Some Corkers**



"The Man From Hell's Edges," with Bob Steele; "Bachelor's Folly," with Edna Best and Herbert Marshall, and Lucien Littlefield in "Strangers of the Evening," are playing around.



**Warners Answer**

Flat denial of the majority of the charges made in the receivership bill filed by Harry Koplar, a University City, Mo., stockholder against Warner Brothers Pictures, Inc., was made in the answer of the company filed in the United States District Court in Wilmington. Admission was made, however, of the charge that Constance Bennett and William Powell were hired at larger salaries than they were receiving from other companies, but the defendant contended that the information of the plaintiff on that point was only hearsay. It was admitted by the defendant that Miss Bennett had been paid \$150,000 each for two pictures.

**Heard In**

**U T I C A . . .**  
Leighton Host and Carriers  
Guests

*By Harry*

BERT LEIGHTON, manager, Stanley, was host to 32 members of the New York Warner Brothers' organization upon the occasion of their visit to attend the St. John's Day observance at the Masonic Home. . . . As a result of that visit, it was announced Warner Brothers would try to arrange for the installation of talking picture apparatus at the institution.

**MORE THAN 100 UTICA "PRESS" carriers and orphans from St. John's Orphanage were guests of the Avon management at the opening performance of "Explorers of the World."**

**Charters**

Walgold Holding Corporation of Manhattan. To deal in realty, securities and motion picture business.

Stanley Distributing Corporation of Manhattan. To deal in the motion picture business.

Screencraft Attractions, Inc., of New York. To deal in the motion picture business.

Takats Sales, Inc., of New York. To deal in the motion picture business.

Notice has been filed with the secretary of state of the surrender of authority of Hirlagraph Motion Picture Corporation of New Jersey.

**One Amsterdam Open**

Strand Theatre, Amsterdam, closed for the summer, June 26th. Rialto, which is the only house of the Amsterdam Theatres Corporation now open in Amsterdam, has reduced its prices for the summer and adopted a new policy of three changes a week, rather than two.

**Dimes Click**

Business is so brisk at the Warburton Theatre, Yonkers, that the management has erected a new canopy and sign.

It was the first house to introduce "ten-cent movies" in that city.

**Welcoming Tim**



Here's how a western theatre's Kiddie Fans Club welcomed Tim McCoy, the Columbia horseman, when he visited the house recently.

**T O C C Meeting**

Another series of weekly meetings will be inaugurated when the T O C C begins some confabs.

The Jersey Allied group has been having weekly sessions for some time.

It is evident that Charlie O'Reilly, head of the T O C C, may get to work soon to see if the proposed state-wide association, beaten to the punch by the Allied New York group, can be revived.

**F-D on Broadway**

First Division intends to continue to show its product on Broadway, an announcement from that company states.

The last to show was "Monte Carlo Madness" at the Roxy.

A special is being lined up.

**W. E. on Manhattan**

C. W. Bunn, general sales manager, Electrical Research Products, announces the signing of a contract for the installation of Western Electric equipment on the new "S.S. Manhattan," of the United States Lines.

The "S.S. Manhattan" is the new 30,000-ton, 705-foot liner of the United States Lines that will enter European passenger service early in August. The installation will be completed in time for the maiden voyage.

**Exchanges Het Up Over New Two-for-One Policy**

**Film Board Gives Ruling on Point**

Threatened five-cent admission war was averted recently when the New York Film Board of Trade settled a dispute between two Jersey houses.

Two for one for a dime for children and a threatened slash to five cents were the salient points.

After a lot of circulars had been distributed by A. Savage, Hoboken, N. J., operator, at the Bishop and Rivoli (the Bishop has closed for the summer), F. Worth, at the Palace, threatened a five-cent fare in answer to the two-for-one idea.

When the exchanges heard about it, for once they decided to get into action. When Worth complained, Savage retaliated with the fact that he didn't think the two for one was a breach. It was claimed that he took on the idea to get the kids in for a new serial.

The board gave both exhibs advice and that ended that.

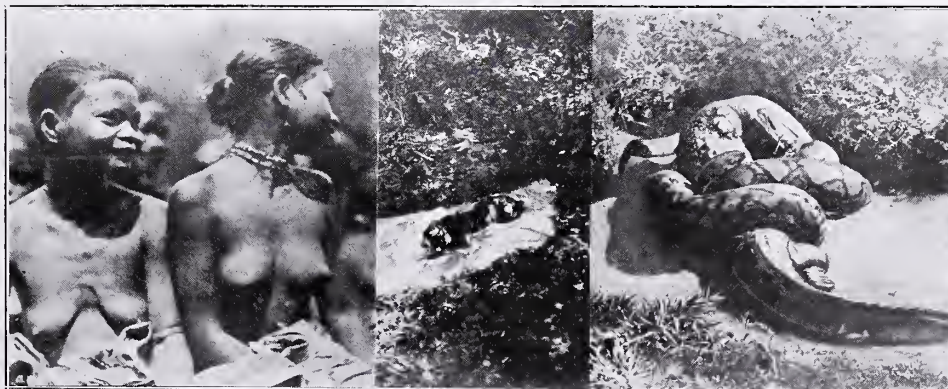
**Kingston Payment Passed**

"Owing to economic conditions," payment of interest on mortgage bonds of the Orpheum Theatre, Kingston, due in July, has been deferred to November 1st.

**Educational Movies**

A new attitude toward the "movie problem" was embodied in plans to be laid before the National Organization of English Teachers by the chairman of its Committee on Photoplay Appreciation when that group met, June 29, in Atlantic City in connection with the convention of the National Education Association.

**"Bring 'Em Back Alive" Will Thrill You**



And here are some shots of the show that thrilled Broadway.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Pack Up Your Troubles"—Metro

Laurel and Hardy, James Finlayson, E. H. Calvert, Richard Tucker, Paulette Goddard, Don Dillaway, Tom Kennedy.

War gag comedy, done time and time again by our leading humor film folk, and no better nor worse this time. Laurel and Hardy have a habit of getting away with weak material, so this one may shape up all right. It doesn't come up to "Pardon Us," however, and that was no panic.

Estimate: All depends.

## "Million Dollar Legs"—Para

Jack Oakie, W. C. Fields, Lyda Roberti, Ben Turpin, Dickie Moore, Hugh Herbert, George Barbier, Vernon Dent.

Comedy studded with names that assure laughs, and then handicapped by a series of slapstick gags that are familiar to two-reel comedy fans. Oakie gets away for a couple of neat returns, but, on the whole, the idea looked better than the execution. As a comedy, it has a good sales point, but it doesn't come out as it should.

Estimate: Just another funny picture.

## "Tom Brown of Culver"—U

Tom Brown, H. B. Warner, Slim Summerville, Ben Alexander, Richard Cromwell, Sidney Toler, Andy Devine, Betty Blythe.

Something different in this hackneyed era, "Tom Brown of Culver" should be able to hit its own mark at the box office if it can get over the no-star name handicap. Great for tie-ups, clean, especially adapted for small towns, it looms as something of special interest.

Estimate: A different, neat program.

## "Hold 'Em Jail"—Radio

Wheeler and Woolsey, Edna May Oliver, Rosco Ates, Betty Grable, Edgar Kennedy, Paul Hurst, Warren Hynes, Robert Armstrong.

Typical Wheeler-Woolsey combination that will return its usual grosses. Satire on penal systems, it is silly enough and packed with laughs. Folks who like the W-W style of humor won't be disappointed.

Estimate: Comedy that should hold its own.

## "Wash'gt'n Masquerade"—MGM

Lionel Barrymore, Karen Morley, Diane Sinclair, William Collier, Sr.

First of the Washington cycle, with Barrymore doing the familiar last stand in the final reel, this show must be sold to get returns. Divided into two parts, it tries to depict what happens in the nation's capital when the big forces get to work, and gives Barrymore a chance to wade through the yarn. A bit heavy, it doesn't look too potential.

Estimate: Where they like Barrymore, okay.

## "Aren't We All"—Paramount

Gertrude Lawrence, Owen Nares, Hugh Wakefield.

British-made Paramount release that will have some weight in class houses, but will probably prove a headache in the lesser runs. Well made for a British show, it is of the drawing-room type that domestic audiences tired of many months past.

Estimate: A bit too British.

## "Arm of the Law"—Monogram

Rex Bell, Marceline Day, Lina Basquette, Dorothy Revier, Bryant Washburn.

Newspaper background murder yarn that is handled briskly, played competently and produced with an eye to speed and entertainment. It carries a logical appeal for any type of audience, and Bell's name should help.

Estimate: Up to Monogram standard.

## "Lady and Gent"—Para

George Bancroft, Wynne Gibson, James Gleason, Charles Storrett, John Wayne.

Human story, and it ought to be a comeback for Bancroft, who needs it. Type of role that brought him to the front will again round up his followers. A fighter inherits a song and a speakeasy queen helps out. Lots of pathos and moving direction.

Estimate: This will help any box office.

## "Forbidden Company"—Chesterfield

John Darrow, Sally Blane, Josephine Dunn.

Inde show that should rate its share of attention in any house. Nicely mounted, with youth as a problem, it winds enough as an acceptable program offering. Sally Blane ought to have a big following by this time, and the rest of the cast might cause some comment.

Estimate: Standard.

## "Drifting Souls"—Tower

Lois Wilson, Theodore Von Eltz, Gene Gowing, Raymond Hatton, Mischa Auer, Edmund Breese, Bryant Washburn.

An inde production that doesn't hit any particular average, "Drifting Souls" will just about get by. Some of the feature names may help, but inde methods of shooting do not seem to have helped this one.

Estimate: Just a picture.

## "Purchase Price"—WB

Barbara Stanwyck, George Brent, Lyle Talbot, David Landau, Hardie Albright, Leila Bennett, Murray Kinnell.

They still are not doing right by our Barbara. Tale of a wise girl who becomes a picture bride through one method or another, it has a "So Big" atmosphere and probably the same sort of return at the box office. Brent won't be helped much in his rise to the top, either.

Estimate: Material handicaps everyone.

## "The Stoker"—Allied

Monte Blue, Dorothy Burgess, Noah Beery, Natalie Moorhead, Richard Tucker.

Return of Monte Blue to the screen gives him considerable chance to shine though a story that doesn't offer too much opportunity. Blue has a following and there is enough action to satisfy any audience.

Estimate: Program.

## "Speak Easily"—MGM

Buster Keaton, Jimmy Durante, Hedda Hopper, Ruth Selwyn, Sidney Toler, Lawrence Grant, Henry Armetta.

Here's a comedy knockout, with Jimmy Durante thrown in for good measure. A college profess buys in on a show, and Keaton is the prof, Durante the show's impresario. That's enough for any comedy. The howls are aplenty.

Estimate: Swell.

## "My Pal, The King"—U

Tom Mix, Mickey Rooney, Paul Hurst, Noel Francis, Stuart Holmes, James Kirkwood.

Mythical kingdom stuff, with Tom as the cowpuncher who saves the day. Mickey Rooney is a child king, so you can figure out your own angles. A natural for the kids and the Mix fans, and a neat production for Universal.

Estimate: Rates high.

## "Midnight Lady"—Chesterfield

John Darrow, Lina Basquette, Claudia Dell, Sara Padden, Theodore Von Eltz.

A bit more emotional than the run of inde shows, "Midnight Lady" has enough to appeal to almost any audience. Story of a young girl who hasn't any mother to guide her, with a murder thrown in for good measure, it shapes up as inde program.

Estimate: Strikes a fair average.

## "Riders of the Desert"—W-W

Bob Steele, Gertie Messenger, Al St. John, George Hayes.

Typical western with the usual horse play. No open space audience will find objections.

Estimate: Okay for the mareland.

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BETTER  
MANAGEMENT



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**REGIONALS**  
**IN THE METRO-**  
**POLITAN AREA**  
**... THE HOME**  
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Reaching every theatre owner  
in BUFFALO, ALBANY and  
NEW YORK territories on the  
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Reaching every theatre owner  
in the PHILADELPHIA terri-  
tory on the 1st and 15th of  
each month.



Reaching every theatre owner  
in the WASHINGTON terri-  
tory on the 5th and 20th of  
each month.

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# FOX to the RESCUE

with six summer life-savers!

Fox comes through in a pinch with pictures with a punch. Hits when hits are needed most. Winding up the season with six smash bets that would be hailed with delight in *any season!* Look them over and you'll book them fast!

*All released before August 15th.*

## ELISSA LANDI

as a woman whose sex is her weapon...and her weakness.

## A PASSPORT TO HELL

PAUL LUKAS

Warner Oland  
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## AFTER THE RAIN

Smash drama of flaming South Sea passion.

SPENCER TRACY  
PEGGY SHANNON

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Raoul Roulien

## REBECCA OF SUNNYBROOK FARM

MARIAN NIXON  
RALPH BELLAMY

Louise Closser Hale  
Mae Marsh

## ALMOST MARRIED

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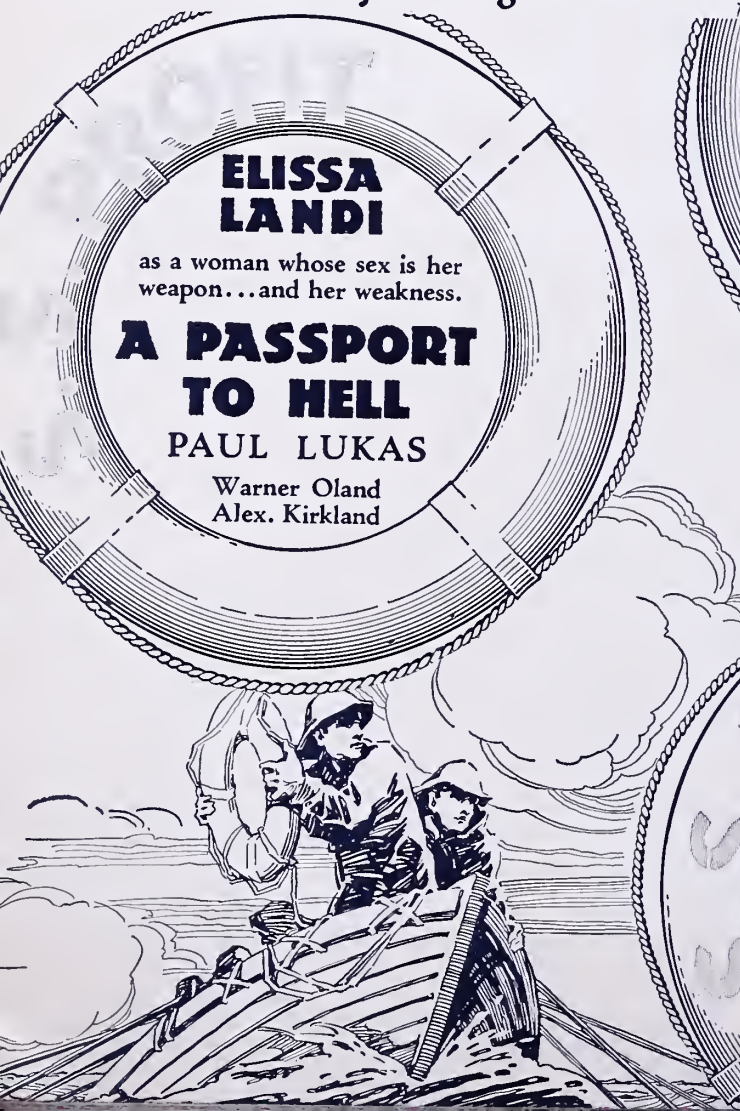
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THE NEW YORK STATE

# EXHIBITOR

COVERING THREE FILM ZONES

AN EMANUEL-GOODWIN PUBLICATION

CIRCULATING  
IN NEW YORK  
STATE AND NORTH-  
ERN NEW JERSEY

Vol. 4—No. 22

NEW YORK, JULY 25, 1932

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Jul 25 '32 pg. 3

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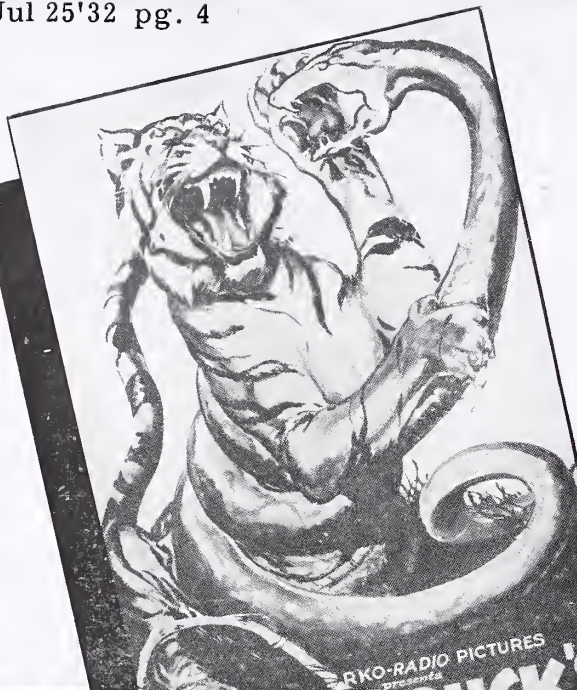
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# HERE'S YOUR CIRCUS, SHOWMEN

Jul 25'32 pg. 4



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*Directed by Clyde E. Elliott*



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# The New York State EXHIBITOR

Issued on the Tenth and Twenty-fifth by

## Emanuel-Goodwin Publications

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July 25, 1932

### Build For the Future

WITH the smoke lifted, observers may readily see that the bombardment of lower negative cost and slashes in stars' salaries publicity has made no sizeable dent in the Hollywood armor. Not only are the kingpins of the coast riding along in their gilded chariots as formerly, but the stars, if reports are correct, stand little chance of having their remuneration of many thousands weekly slashed. The stars are getting the same weekly pay envelopes, the studio chiefs are still comfortably in the saddle, program pictures are being sent out with production costs that have no hope whatsoever of ever being reached by distribution departments and Hollywood refuses to be influenced by the fact that all other branches of the business have taken many, many cuts.

Sidney Kent, most recently, pointed out that the trouble with this business is that it doesn't build for the future. In other industrial fields, the older men take pride in developing new chiefs, to take their places when they step out.

Not so in this business. The coast monarchs seem to be actuated only by one purpose; to get the most while they are in and let the future go hang.

And as long as this condition continues it will be useless for anyone to try to convince the trade that this business is buckling down to sane thinking.

### Check Pooling

UNLESS through some unofficial federal observation a check is indicated, it is likely that the current trend of pooling theatres may grow into a national menace.

Why the government does not look upon such a practice as trustification in a definite manner is beyond the comprehension of many in the industry.

The distribution departments of the companies fear to take any steps that may prove a breach of the Thacher decision, but the theatre departments, monopolizing cities and closing theatres to their heart's desire in order to control a too competitive situation, go right ahead without causing any protest.

Pooling of theatres, closing of houses in order that the drain on the treasury might be stopped, results in a hardship to the subsequent run. Not only is the supply of film shut off, but all booking practices and policies are subject to the whim of the circuit operators who can manipulate pictures to suit themselves. With many first

runs, the subsequents get film on an orderly basis. With some first runs closed, and pooling resulting, the minor runs often face dark houses as the distributors wait for a first-run date.

Terrific losses in competitive situations is a condition the greedy circuits built up in prosperity times. There is no reason why a pooling arrangement should be allowed. If the chains cannot operate their theatres let them turn the houses back to the independents who can.

### Make An Analysis

THAT most of the companies will be glad to get an outright buy for their product rather than gamble on percentage is indicated from the meagre returns received by distributors in percentage engagements on some recent specials. Cases are many in which exchanges which refused an outright buy received less than half that amount after a percentage deal.

Some of the producers, however, still believe that there is prosperity around some corner. Radio is selling three specials on a 50 per cent split. This department has always held that no exhibitor can stay in business playing any picture at that sharing arrangement.

With the selling season started, the exhibitors who run their theatres from a business standpoint, already know what their last season's product cost them. What may appear to be a low percentage average for a group of pictures may not have turned out so roseate for the exhibitor.

Granted that on a group of pictures a low percentage on the majority may bring down almost to normalcy a group which includes some 30-35-40 per cent dates, but correct analysis reveals the fact that on the bigger pictures the majority went to the distributor.

The exhibitor who thinks he gets film cheap because the average is low, should make an analysis, picture by picture, rather than by the entire group.

### Cutting Corners

LEGAL minds on the exhibitor side of the fence have already made their contract analysis, have found objectionable clauses and have conveyed that information to their theatre accounts.

Sample contracts, however, do not show the prevailing trend.

If advices available are correct it appears as if the companies are taking care of double feature, low admission, premiums, etc., through some sort of agreement. In one territory, one of the distributors may have a rubber stamp clause that restricts low admissions. In another exchange centre, the same company's contract will not contain the clause, but it will be found in the agreement of a second distributor. Thus, through analysis of contracts throughout the country, the producers are able to place checks on practices they object to without allowing the exhibitor to find one single organization at fault.

If the above cases are correct, it would appear as if some brilliant legal mind on the distributor side of the fence is trying to circumvent any governmental frown.





# Invasion of Buffalo Territory Next Step in New York Allied Expansion

## Walsh's Viewpoint

Frank V. Walsh, Newburgh, secretary of the newly organized New York Allied, said the Albany statewide meeting was a success beyond expectation, the membership now represents all sections, the policies have been definitely outlined, and the organization is in a position to work steadily and effectively for its objectives.

## Local Exhibitors Face Additional City Levies

### Dorman Plan Would Charge Theatres for Inspection

Local theatres would have more fees tacked on them if the Dorman plan, proposed by John J. Dorman, commissioner of the fire department, is placed in effect.

Here's how the theatres would be affected:

A charge to theatres for the 218 firemen stationed on fire patrol in theatre auditoriums.

A \$10 monthly charge for each monthly inspection of theatres by the fire department.

Charge of \$1 for each search for violations of buildings.

A \$5 fee for surveys for owners of buildings applying for reduced insurance rates.

Several similar plans have already been offered.

A suggestion was made that a tax on electric signs be increased to \$1 per square foot.

Charlie O'Reilly is protecting, through the T. O. C. C., the interests of all local exhibitor-members in the matter.

It has been pointed out, too, that local theatres, as well as houses throughout the country, are paying plenty into the coffers of the Federal government through the 3 per cent consumer tax on electricity. With many houses burning big marquee displays nightly this amounts to something.

## Exclusive

The Albany representative of THE NEW YORK STATE EXHIBITOR was the only trade or general newspaper writer admitted to the conference of Allied Theatre Owners of New York, Inc., Albany, July 12.

Representatives of the Associated Press, the United Press and other trade papers were given digests of the proceedings after the conference.

## 53 Exhibitors Attend Recent Albany Meeting — Constructive Policies Keynote Sessions — Myers, Samuelson Present at Confab

"We are not a radical group of men who only want to raise trouble," said Abram F. Myers, of Washington, D. C., national counsel and chairman of the board of directors of Allied Theatre Owners of New York, Inc., at the meeting of this organization at the Ten Eyck Hotel, Albany, July 12.

The meeting was characterized by Jacob M. Beck, president, as "an extension of the eastern conference at Atlantic City."

Fifty-three exhibitors, officials of the organization and one trade paper publisher heard Myers invite the New York state branch into the organization of independent motion picture theatre owners, "which functions effectively from coast to coast," he said.

The spirit of the meeting was one of enthusiasm for the cause of the independent exhibitor and of a desire to adjust peaceably any differences that may exist with producers.

"This group is not hostile to producers, but, on the contrary, is desirous of co-operating with them in the improvement of conditions," was a statement issued exclusively for THE NEW YORK STATE EXHIBITOR by Frank V. Walsh, secretary of the organization.

"There are certain abuses which independent theatre owners feel should be corrected; there are various practices which they contend weigh unfairly against exhibitors and should be reformed and there are divers paragraphs in contracts which are held to be detrimental to the orderly and wholesome progress of the motion picture industry," he also stated as the sentiment of the organization.

"But it is not fundamentally as a reform organization that New York State Allied has entered the field, but rather as an agency through which independent theatremen can speak authoritatively as a group for orderly and progressive remedying of unfavorable conditions. Not only will the organization labor with similar state bodies and the national association for improvement, but it will invite and welcome the co-operation of the producers and distributors, seeking to bring about a better feeling and understanding among all concerned. It is felt that if producers are afforded increased knowledge of the problems which exhibitors face and the difficulties which confront them, their attitude on the whole will be more helpful and sympathetic.

"After all, it is to the interest of producers, distributors and exhibitors that theatres keep open; that patronage is increased, and that the public is satisfied, and with this understood and used as a common basis, the interests of each group may receive the consideration it deserves.

## Another for S-C

Springer-Cocalis have added another house to their list.

"Coming close home, New York Allied proposes to be of the greatest possible help to its members and the industry, aiding in the solution of individual problems, assisting in the purchase of supplies, standardizing practices and maintaining a stable code of ethics."

Among the speakers who dealt with one phase or another of the situation summed up by Walsh were Myers, Nathan Yamins, Durfee Theatre, Fall River, Mass.; president of the New England branch of the organization and a director of the national organization; Sidney Samuelson, president of the New Jersey branch and vice-president of the national, and P. S. Harrison, publisher of "Harrison's Reports."

The conference, which was completed at one sitting from 2 to 7 o'clock, was devoted entirely to promoting the speakers' ideas among the members of the organization and hearing exhibitors' opinions as a guide to subsequent action by the organization. The next meeting or conference will take place in Rochester during the second week of August.

Before the meeting, "Tony" Ryan, Fox exchange manager, and Ray Smith, Warner exchange manager, were on hand in the hotel lobby to greet the exhibitors as an evidence of good will. They did not attend the conference. Ray Smith, however, invited the members of the conference to be Warner Brothers' guests at a midnight showing of "Dr. X" and George Arliss, in "A Successful Calamity," at Warner's Strand Theatre that night. Many of the out-of-town members stayed over for the screening.

Members and others attending the conference were Harry Allen, H. L. Goodwin, H. G. Lux, C. Marx, H. N. Savage, J. N. Slotnick, Morris Shulman, Utica; Jacob M. Beck and H. E. Weber, Liberty; A. E. Battaglia, Charles F. Wilson and James J. Wilson, Troy; P. D. Beckeros, Highland Falls; J. C. Carpenter, Cobleskill; Albert Cooper, Pearl River; Chester R. Didsbury, Walden; Sidney Dwoer, Charles Fineberg, William Shirley, John Gardner, Maurice J. Roses, Frank X. Shay, Morris S. Silverman, Samuel Silverman, Schenectady; H. H. Frieder, Henry R. Grossman, Samuel Hochstim, Hudson; Harry Friedman, Eugene Levy, Newburgh; Robert Goldblatt, Tarrytown; O. S. Hathaway, Middletown; Harry Hellman, Abe Stone, Albany; Joseph Jarvis, Delmar; C. Dayton La Pointe, Chatham; A. M. McNamara, Valatie; Kathryn Mattram, Yonkers; R. F. Merriman, B. M. Pearlman, James H. Roe, S. P. Slotnick, Syracuse; F. W. Relyea, Monroe; Allen S. Sirene, Port Henry; W. C. Smalley, Cooperstown; Herman Sussman, Pleasantville; V. M. Trainor, Suffern; Peter G. Vournakis, Sue Weller, Watertown; T. W. Wisner, Warwick, and Hon. Abram F. Myers, Washington, D. C.; P. S. Harrison, New York City; Nathan Yamins, Fall River, Mass., and Sidney Samuelson and N. H. Samuelson, Newton, N. J.

Abe Stone, Albany, is vice-president of the organization, being one of the members who labored to perfect an organization more than a year ago without success.

Bedford, Bronx, formerly a Ben Knobel possession, comes into the fold of the thorn in the side of Local 306, September 1.



## More Than 600 Turn Out for the Testimonial Luncheon to Ed Schnitzer



And here's the big bird's-eye view of the affair tendered the new local manager of Educational-World Wide recently at the Astor Hotel.

### Heard In

## CROSSTOWN

Two New Kentucky Colonels Here

JACK ALICOATE and Ned Depinet are the new Kentucky colonels. . . . They were transmitted into the honors at a recent Astor dinner. . . . Lou Nizer and Sid Samuelson made quite a debate of it at Atlantic City, when they spoke on the Brookhart Bill. . . . At the M. P. T. O. of Philly conference. . . . Hal Horne will probably be the next president of the AMPA group. . . . Al Sherman will continue as secretary. . . . No one else probably wanted the job. . . . Rutgers Neilson will be vice-president. . . . Marvin Kirsch, treasurer. . . . Directors will be Ed Finney, Paul Benjamin, Ray Gallagher, Michael L. Simmons, Vincent Trotta. . . . The Metro-Loew cut came as a surprise. . . . They still think the Roxy will reopen July 29.

WILBY, BROOKLYN, has closed for alterations. . . . Gold, Brooklyn, is now being operated by the Teddy Bear Amusement Corporation, Charles Friedman and Henry Ginsberg being the gentlemen in charge. . . . The latter is of American, Brooklyn, prominence. . . . City, Union City, New Jersey, closed July 16 for the summer. . . . Strand, Cold Springs, has closed. . . . So has the Colonial, Fifth Avenue, Brooklyn, for the summer. . . . And the Palace, Brooklyn. . . . And the American, Auditorium, Peapack, N. J. . . . And the Flora, Brooklyn. . . . And the Hudson, Amsterdam Avenue. . . . And the Paragon, which has new owners. . . . And the Verona. . . . While the Sussex, Sussex, is down to a two-day policy. . . . And Arthur Krim is now attached to the Philips and Nizer legal staff. . . . He's a former Columbian.

NEW THEATRE in Frenchtown opened July 14. . . . While the Library Hall, Mattatuck, closed June 25. . . . Hippodrome gets a

## Nizer-Samuelson Debate Meeting High Light

Debate between Sidney Samuelson, Newton, N. J., exhibitor and president of Jersey Allied, and Louis Nizer, local attorney, was the high light of the recent meeting of the Philadelphia M. P. T. O. and the national M. P. T. O. A. executive committee. Samuelson defended the Brookhart bill, Nizer opposed it. No decision was given, but an audience thought the debate the best thing in the convention at Atlantic City.

The national M. P. T. O. A. went on record as opposing exclusive runs in cities with more than one subsequent run, opposing attempts by producers to suppress right of the trade for free speech, opposed double features, favored the 5-5-5 contract with immediate use, and considered many other problems. M. A. Lightman is heading the committee now in New York to seek relief.

straight picture policy August 13. . . . Palace is now a movie vaude shrine. . . . It started nicely. . . . Raritan Theatre Company has taken Fords, Fords, N. J., from E. N. Matthews. . . . A. Lietner is president. . . . Vito Bianco has the New Ideal, Brooklyn.

DEATH OF MAX BALABAN was mourned by motion picture men everywhere. . . . He was ever popular. . . . Louis Nizer took unto himself plenty of laurels through his good work at the Atlantic City M. P. T. O. convention. . . . He was the hit of the afternoon and the smash of the evening. . . . He received the longest applause, took two bows, and deserved it.

## New Operators' Union

International Association of Projectionists and Sound Engineers of North America is making a play for business from exhibitors.

E. L. DeCosta is international representative.

P. O. Box No. 10, Washington Bridge Station, is his address.

With the Kaplan tiffs, the Empire brotherhood, and now this body, things ought to be just dandy.

## Schnitzer Luncheon Attended by 600

Approximately 600 friends, associates and film men acquaintances of Edward M. Schnitzer attended the luncheon given to the new local World Wide-Educational manager at the Hotel Astor, July 12.

Leon Rosenblatt, Rudy Sanders, Louis Frisch, Hyman Rachmil and Morris Sanders handled the affair.

Educational-World Wide executives were prominent in the proceedings.

Speeches were made by Jimmy Grainger, Joe Lee, Harry Buxbaum, William Saal, Leon Rosenblatt, Louis Nizer, Joe Goldberg, Rudy Sanders, Charlie O'Reilly and others. Messrs. Leo Brecher, Joe Lee, Jimmy Grainger, W. C. Michel, Charles O'Reilly, Harry Buxbaum, Louis Nizer, Leon Rosenblatt, Ed Schnitzer, Joe Goldberg, Sol Edwards, Jack Skirball and Bill Saal were on the dais.

Louis Nizer was toastmaster and some excellent phrases were handed out. There were plenty of laughs and the affair was voted a success.



# Allied Warns of Legal Activity if Exclusive Run System is Advocated

## Jersey Directors Named

Messrs. Roth, Hecht, Robinson, Binkov, Gold, Snaper, Wilkins, Newbury, Myers, Bloch, Hunt, Bannon, Lewis, Gottesman and Mrs. Hildinger are the directors of the Allied Jersey unit for the new year.

Appointments were made recently.

## Heard In

**H**UDSON COUNTY  
Hart at Aubudon and Many Vacations

By Ike

WITH LOEW'S the only one of the three de luxe houses on Journal Square using flesh, Abbey Inn, Union City night club, has stepped in with a twice-nightly revue. . . . Mrs. Kathleen Abbott, George Dumond's secretary, will vacation in August, visiting kin in Lynchburg, Va. . . . Dick Wolff spends his spare time at his Denville summer home. . . . Saul Abrams, manager, Apollo, has moved to Jersey City. . . . Mildred Faller had a bad dose of sunburn. . . . Dan Weinberg, supervisor of Bergen County theatres for Skouras, planned back from his brother's wedding at Washington. . . . Al Unger spent his vacation at Rockaway. . . . Hermann Starr was a recent visitor at the State. . . . Herman formerly managed the house. . . . Irving Lesser spends his week-ends at the seashore. . . . Carl Meeker left recently for an extended vacation in Kansas City. . . . Maurice Stahl and Maurice Hatoff are becoming experienced m. c.'s in giving away gifts from the State stage.

**JOHNNY SHAUGHNESSY** and George Albansoder have qualified for Frank Hinman's Stanley Service Squad. . . . Ethel Oxley and friends visited the Betsy Ross home in Philadelphia and the historic shrines at Valley Forge during Fourth of July week-end. . . . Bob Deitch and Irv Levine were noted playing tennis at Lincoln Park on a recent Sabbath morn. . . . Lou Hart is publicity director at the New York Academy of Music. . . . John Bado has a summer home at Lake Hopatcong. . . . Jim Lundy has switched to cheroots. . . . Jimmy Cambridge doesn't like the phone tax. . . . Jimmy has a girl friend in Detroit. . . . Larry Barr and Mal Burke, of Loew's, spent their vacation roughing it in the mountains near Greenwood Lake. . . . George Nestle, of the Orient, spent his vacation at Old Orchard and Bangor, Me. . . . Josephine Monte Carlo is now singing over a Stem radio station. . . . Bill Colgan is a winning pitcher for the Jersey City Warner team. . . . Bill Granger is the assistant to Dave Friedlander, Stanley artist.

LOU HART'S Hudson friends, who may have wondered what became of him, will be interested to know he's married and is p. a. at the Academy of Music, New York. . . . John Bado is driving a coupe. . . . John has been made a member of the North Bergen school board. . . . "Scarface" at

## Statement From Myers Body Indicates Combination and Conspiracy Items May Interest Government — Point to Youngclaus Victory

A statement from Allied State Association of Motion Picture Exhibitors indicates possibility of legal action if distributors persist in exclusive runs.

Here is the announcement from Allied:

### Exclusive Runs

The continued agitation in reference to exclusive runs indicates that the industry may be riding to another fall, although that seems incredible in view of recent experiences in the courts.

Distributors, relying on the same sort of legal advice that has brought them to grief in the past, assert the right of the owner of a film to do with it as he pleases, entirely overlooking the element of combination and conspiracy inherent in any plan to sell for exclusive runs.

Because several corporations have stockholders in common, and have a common name, does not overcome the fact that they are separate legal entities, and when they act in concert to restrict the movement of film in interstate commerce, and to put independent theatres out of business, they are engaging in a combination and conspiracy in violation of the Sherman Law.

For example, Loew's, Incorporated, the MGM producing and distributing companies and several separately incorporated Loew theatres constitute in the language of the trade a single organization; but they may engage in a combination and conspiracy among themselves as much so as the several Standard Oil companies, all of which were controlled by the Standard Oil Company of New Jersey.

From past experience it is not to be expected that the voice of reason will prevail if the theatre-owning producers feel that they can gain a temporary advantage by entering into exclusive run contracts. But if they do they will be met with another proceeding similar to the Youngclaus suit and the industry will add to its unhappy record of judicial denunciation.

Must this great business always be an outlaw?

### Nyack Community Movement

A community theatre movement in Nyack, with county-wide ramifications, is giving Rockland County managers some concern.

## Learn In

**P**ATERSON  
He Gives a Big Hand to Mrs. Herman

By Jim

**PASSAIC COUNTY TUBERCULOSIS ASSOCIATION** will present a motion picture for the benefit of the seal campaign at the Colonial Theatre, Pompton Lakes. . . . Ridgewood Playhouse, until last month the only motion picture house in that town, was condemned as unsanitary and a firetrap. . . . Since the new Warner theatre opened on the east side of Ridgewood, Playhouse, West Plaza, has been used Fridays and Saturdays only for the showing of pictures. . . . It was built about 20 years ago. . . . Fabian, Paterson, has cut the price of admissions to 40 cents from Mondays to Fridays. . . . Regent has closed until Labor Day. . . . Joseph Lefkowitz, manager, has gone to the Oritana, Hackensack.

**WHEN A WOMAN** plunges into a business considered the exclusive prerogative of man, she generally succeeds far better. . . . These weighty thoughts are induced by the great and constantly augmenting popularity of the Hawthorne Theatre in the enterprising suburb of Paterson. . . . This popular picture house draws not only from Hawthorne, but from rich and populous Paterson and all of Passaic and Bergen Counties. . . . There is something different about this theatre. . . . Reason for it is that it is run by a woman, Mrs. Jessie Herman. . . . One of her revolutionary ideas is to charge as little as possible for admissions instead of as much. . . . Her top price at night is only 25 cents for adults and 15 cents for children. . . . Matinees are 15 and 10. . . . And she gets the limousine trade as well as the down-at-the heels.

### Playhouse, Cold Spring, Cuts

Playhouse, Cold Spring, has gone dark for Wednesdays during the summer.

Loew's packed 'em in in droves. . . . Frank Feeny rides in the green wagon every night with Loew's receipts. . . . Manager George Dumond had a big turnout of Polish citizens at Loew's when Pola Negri played the house. . . . Dumond, a Kiwanian, took Cab Calloway to a meeting of the club. . . . Ted Meyn is spending his vacation at his farm home in Kansas. . . . A Buck Jones Rangers' Club has been formed at the Palace Theatre. . . . Saw Clarence Ferkey the other day for the first time in a year or more. . . . James Madigan back from vacation. . . . Peggy Mackin's hubby is an ardent golfer.

**WILLIAM TUIITE** chose Coney Island as his vacation spot. . . . Dave Bromberg is on the job again at the Strand after a prolonged illness. . . . Stanlan biz has

slumped sharply from a year or two ago. . . . Dotty Scott plays tennis with a tall young man with a mustache. . . . Buddy Saymon has had many requests for recent pictures of herself. . . . Jack Keale, Mike Neary and Al Unger have returned from their vacations. . . . Al Cheshire spends much time at his Mountain View Cottage. . . . Free trips to Bermuda and autos were given out by Skouras house during July, "Happiness Month." . . . Stanley cut out advertising and publicity department . . . announced as "for the summer." . . . Frank Hinman, new chief of service at Stanley. . . . Marge Kay's father died recently. . . . Jersey City Warner Club defeated the Sleepytown Warners 12 to 2 in baseball at Rye (American brand) Beach. . . . Usher Bill Colgan on the mound for the locals.



Heard In

# ALBANY

New Kenny Baby and  
Lots of Golf

By Bill

LAWRENCE P. KENNY, Martin Theatre, Callicoon, is handing out cigars in honor of a baby girl, six and one-half pounds, born to Mrs. Kenny, July 8. . . . Formose Degre has leased the Strand, Wallington, formerly operated by Mr. and Mrs. George Douse. . . . Ralph Pielow, MGM exchange manager, and Nate Sauber, Universal manager, are planning a golf tournament. (Ed. Note: Sauber is good). . . . MGM exchange staff was greeted July 16 by notice of a wage reduction that operates throughout the system. . . . Ralph Pielow says, "Well, if President Hoover can take a cut, I guess I am as good as he is now."

VACATIONS are under way at the MGM exchange. . . . Irene Smith, cashier, and Florence Carr, Ralph Pielow's secretary, have spent theirs at Schroon Lake; Ted Prober, chief booker, Long Island, and Freddy Chambers, poster clerk, who is going soon, expects to ride to Elmira in a glider which he built himself. . . . Alex Sayles, general manager of C. H. Buckley's Albany theatres, spent his vacation at his farm in the Adirondacks.

IN REFERRING to the private screening to which Ray Smith, Warner exchange manager, had invited the members of Allied Theatre Owners of New York, Inc., at their meeting in Albany, July 12, Sidney Samuelson, president of the New Jersey branch, said: "We are invited to see two pictures: 'Dr. X' and 'A Successful Calamity.' . . . The X in the first represents the unknown quantity of theatre audiences today, and 'A Successful Calamity' is something with which every exhibitor is familiar today."

JAKE ROSENTHAL, Rose Theatre, Troy, has been elected president of the Jewish Community Center of that city. . . . Ralph Pielow, MGM exchange manager, Albany, was appointed an official starter for automobile races at Altamont, a suburb of Albany. . . . Roy Pugh, Altamont exhibitor, was interested in the races and got Ralph the job. . . . J. M. Cummings, MGM auditor, has been looking over the Albany exchange on one of his periodical visits. . . . Abe Dwore, Colony and Cameo Theatres, Schenectady, is in Saratoga Springs taking the mineral baths. . . . Hensonville in the Catskills, a village of only 175 population, has a movie house seating 371. . . . Horton Smith manages it all the year around for the community and fills his seats in spite of other theatres nearby in Tannersville, Windom, Cairo, Haines Falls and East Durham. . . . Frieder and Grossman, Playhouse, Hudson, recently shot up their gross by playing a vaudeville tabloid. . . . C. H. Buckley's State Theatre reopened for a week's run of "The Road to Hell."

## Rochester Shake-up

Shake-up of managers of the Fenyvessy group of theatres in Rochester puts Paul Fenyvessy, manager, Madison, in charge of the West End as managing director and George Gemming as house manager. George Gans will be his assistant. John Fenyvessy returns to the Family, which he ran suc-

## A Letter From W. Ray Johnston

(THE NEW YORK STATE EXHIBITOR reprints a letter received from W. Ray Johnston, Monogram Pictures executive. THE NEW YORK STATE EXHIBITOR takes no sides in the question of double features. Its columns, however, are open always to discussion of this vital problem.)

Dear Mr. Emanuel:

I have read, with considerable surprise, an editorial published in the "Motion Picture Herald," issue of July 9, and the "Motion Picture Daily," issue of July 7, entitled "Selling the Motion Picture Short."

It would appear to me that this article has been hastily written, for the author has made but a superficial analysis of the situation.

The problem of double features, if it is a problem, has been before the industry for 15 years. It is too important a subject to be treated in a biased manner or presented in the rather arbitrary language employed. The writer of this article seems concerned with only half of the question, for I notice no single thought which considers that dual billing is, after all, something which many of the country's leading showmen have made the medium of big profit and entertainment merit.

As I understand the show business, it is not a question of the number of features or the number of short subjects which are shown on the screen. It is a question of the type of entertainment approved by the patron who pays his money into the box office that makes the motion picture business a success.

I hold no brief for or against the double feature. In my opinion, this is a matter which neither you nor I should decide. It is a matter which Mr. Showman must settle to the satisfaction of his audience by actual tests in his own theatre, using a certain amount of good judgment in the selection of the hills to be shown in double-features in order to give a "variety of interest" to the patron.

Our organization, for example, sponsors a program of features which combines several important elements to make for a complete and well-rounded dual. We produce a group of dramas that will stand on their own as single-feature shows or for top billing in any dual program. In addition to these, we produce a group of action and outdoor features. This, in my opinion, is a combination which has made double-features so popular in many sections of this country and practically all parts of England.

The author, in the articles mentioned, said: "Double-features has long been an indefensible evil of the business." It has lived for 15 years successfully, as it started, I am told, that many years ago at the Park Theatre in Boston, where Louis B. Mayer, one of the industry's greatest showmen, turned a losing proposition into a successful theatre.

He says: "Now comes triple-features, with an occasional instance of a stage show being tossed into the bargain." This statement appears to be very much exaggerated and far-fetched. How many theatres do you know of in the United States running triple features plus a stage show?

It further states: "This situation reflects a state of desperation on the part of the timid and small-minded individuals"—on the contrary, if you think that the exhibitors who had the courage to make a complete change of policy in their theatres in order to give their patrons dual billing are timid, you are very much mistaken, and if you think that showmen heading the management and booking departments of the great circuits of our industry and many of the leading first-run, as well as neighborhood theatres, showing double features are small-minded individuals, then I am not a judge of man-power.

It further states: "It discourages attendance." This does not stand up in the face of the fact that it has repeatedly improved the attendance at many theatres using double features, and if this were not a fact I believe that the theatres which have been double-features for many years would have discontinued it long ago.

There is no law which compels an exhibitor to run more than one feature, and if it did not increase his business and please his patrons, it is a certainty that the exhibitor would not continue to buy two features instead of one.

These are hectic days in every phase of the business world and particularly in our industry. Sincere and competent individuals and executives of large concerns are now endeavoring to work their way out of the present economic chaos. It is my frank opinion that articles such as this are destructive to their welfare, rather than constructive. Readers are deserving of a fair presentation of the facts, rather than an arbitrary and superficial treatment of an important subject. There are angles to the question of the double-feature policy which have an especial and direct bearing on the independent theatre manager and on the independent producer and distributor. To these, this editorial will be interpreted as reactionary and against their common interests and progressive endeavors.

As I previously stated, this entire subject, in my opinion, is one which should be left in the hands of the showman himself, who is fully equipped—mentally and financially—to take care of his own business.

Sincerely yours,

W. RAY JOHNSTON,  
President, Monogram Pictures Corporation.

cessfully for more than ten years. Chester Fenyvessy continues as manager of the Strand and director of Operations of all the family theatre holdings. Florence Feny-

vessy Belinson is manager of the Little Theatre, which is keeping open through the summer for the first time, playing mainly foreign films.



The Golden Beauty of "Lena Rivers" will steal into your heart there to remain forever enshrined... "Lena Rivers" is an everlasting blossom in the field of Literature and the stage and now the screen



with  
**CHARLOTTE HENRY**  
JAMES KIRKWOOD  
BERYL MERCER  
MORGAN GALLOWAY  
JOYCE COMPTON  
JOHN ST. POLIS  
BETTY BLYTHE  
JOHN LARKIN  
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BOOKED BY

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QUADRUPLE

FILM CORP., LTD.

Presented by TIFFANY Pictures





the **BOX-OFFICE KING RIDES AGAIN**



**THIS IS THE GREATEST  
OUTDOOR PICTURE EVER  
MADE - BAR NONE!  
WORTHY OF THE FINEST  
CLASS A HOUSES ANYWHERE  
TAKE A LOOK TO-DAY**

**RELEASED  
JUNE 26th.**

# KEN RAY

in



# HELL

Presented by  
**TIFFANY**  
Pictures  
Produced by  
**QUADRUPLE**  
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Distributed by  
**WORLD-WIDE**

Jul 25'32 pg. 12



**N-A RECORD SMASHING HIT!**

**REAR**



Jul 25'32 pg. 13

**REAR AUSTIN**



## Heard In

**E L I Z A B E T H**

Theatrical Club Incorporates  
—Faith Visits

ARTICLES OF INCORPORATION were filed with the county clerk here by the Theatrical Workers' Democratic Club of Elizabeth, N. J. . . . George F. Cushing, president of the motion picture operators' union of Union County was named president of the new organization. . . . Jack Mulhall, film ace, playing in person at the Ritz, Elizabeth, caused many a heart to flutter and many a traffic jam as he stepped from the stage door exit during a four-day engagement.

REGENT THEATRE resolved itself into a playhouse showing double-feature films. . . . Miss Faith Bacon, she of the fan and the dance, visited the Ritz the other night, at the request of Manager George Kelly, and gave out prizes to the winners of a month-long popularity contest. . . . They're right in the throes of "manager's week" here. . . . The manager obtaining the greatest number of votes from those attending performances at his respective theatre will be given an ocean trip. . . . The Warner and Fox Theatres have cut down perceptibly the number of men working in their orchestra pits.

## Heard In

**P A S S A I C**

Stage Cut and Operators  
Frolic

By Eye-Ess

BECAUSE OF A DISCOURAGING inactivity at the box office, Jack Portee, manager, Rex, East Rutherford, has discontinued presentation of condensed dramatic shows for the summer. . . . Bill Weiss, manager, Capitol, has buckled down to business again after a brief vacation at Long Beach. . . . Daniel Shepherd, manager, Rivoli, Rutherford, says business is fairly good and that he sees no reason for complaint.

UNION ELECTRICIANS and operators threw a big party at the Robin Hood Inn in Clifton several nights ago. . . . Harry Kalmine and C. L. Dooley, local bosses, Warner Brothers, and Bill Weiss, Capitol, and Garry Voorman, Montauk, were among the guests. . . . Everybody had a good feed and all he could carry in the way of refreshments. . . . Bake-serve has been introduced as a gift feature at the Strand, Clifton. . . . Pashmans say the idea is proving popular with the ladies.

**Highland Falls House**

Plans for a new theatre in Highland Falls, projected more than a year ago by interests headed by R. L. Estill, have been altered by the State Department of Buildings in Albany.

Estill is reported agreeable to the changes and has notified contractors, who were awarded the contract months ago, to commence operations as soon as possible. Excavations for the structure on Main Street were made before the hold-up on plans developed in Albany.

**Warners Declare Full Speed Ahead**

And Ruth Hall, in "Miss Pinkerton"; Francis and Powell, in "Jewel Robbery," Chic Sale in "Strangers in Town," are featured.

## Heard In

**N E W A R K**

Proctor's Switches and  
Skouras Cuts

By Bob

RKO PROCTOR'S has switched from Saturday to Friday openings to compete, presumably, with Warner and Paramount. . . . Palace, Orange, tried to bring in "Scarface," but cancelled on insistence of clubwomen. . . . Loew's State, first time in many moons, plays an inde—"The Blonde Captive." . . . Little Theatre putting on a strong campaign prior to showing "Sweet Innescara," ballyhooed as first Irish all-talkie made in Erin with native sons and daughters. . . . Showhouse will have Irish stage show, being the only theatre in town that week to display "flesh." . . . Warner's Savoy, semi-neighborhood, put on benefit show for Negro welfare organizations. . . . A thousand customers arrived with attendant fist fights. . . . Police reserves called out and three arrests made.

RUMOR STILL PERSISTS around town that Si Fabian will take back some of War-

**Maritza De Luxe Runs**

"Monte Carlo Madness," which played the Roxy recently, has been booked into the Fox, Brooklyn; Loew's Columbia, Washington; Capitol Theatre, Richmond; Shea's Fulton, Pittsburgh; Fox Theatre, Philadelphia; RKO Palace Theatre, Albany, and Proctor's Troy. In some of these situations it is the first time other than an outside picture has ever been booked.

**New Paltz Plans Deferred**

Owing to unsettled conditions, the management of the Colonial Opera House, New Paltz, seat of a State Normal School, has decided to defer plans for extensive remodeling of the building.

ner's North Jersey houses. . . . Frank LaFalce, former director of advertising and publicity for Warner here and now holding similar position in Washington, vacationed for a few days in Newark. . . . Another vacationist here was Jake Flex, one-time manager of Rialto, who is now managing director of Loew house in Minneapolis. . . . Skouras grind emporium using an inch now and then in daily press—mostly then!

**"The First Year" Looks Box Office**

Janet Gaynor and Charles Farrell are featured in Fox's production of "The First Year."



TODAY MORE THAN EVER

**NATIONAL**

**SCREEN**

**SERVICE**

**ADVANCE**

**TRAILERS**

**SELL**

**SEATS**

You can no more do without them  
than you can do without a screen or  
chairs in your theatre!

Peak of Perfection in Quality and Service



## Heard In

**B U F F A L O**

Plenty of Changes and Vacations

By Mary Ann

GAYETY THEATRE is to reopen soon with "polite" burlesque. . . . Ed Frank, superintendent of buildings, Shea, is vacationing at Reeb's Bay. . . . Eddie Miller, manager, Roosevelt Theatre, reports good business at this house, which is in the center of the big Polish community. . . . Bobby Adams, who has been associated with RKO-Pathé for eight years, has resigned as cashier. . . . Kathlyn Cochran replaces. . . . Keith's Theatre now in the hands of receivers. . . . James Wallingford is managing the house for the receivers. . . . Strand Theatre, North Tonawanda, opened July 18, under management of Exhib Janiak. . . . Eddie Hayes, who for many years has been associated in the Buffalo and Albany film colony, is now representing First Division in the Albany territory. . . . Ruth Rappaport, Warner Brothers booker, has just returned from a two weeks' vacation full of pep and ready for the new season.

MICHAEL SHEA is summering at his Manhattan Beach home. . . . Buffalo exhibitors had some competition this week when films were shown in the Eagles Auditorium.

BUFFALO THEATRE put over a fast one, when Vincent R. McFaul engaged Melvena J. Passmore, the famous song bird who took the Democratic convention by storm, to appear as soloist with the Symphonic Ensemble. . . . In connection with the showing of "Lady and Gent" at the Buffalo, Shea publicity forces put over a big campaign, tying in with the title in various commercial co-operative stunts. . . . Jack Rubach is now head shipper for RKO, while Jack Chinell moves up as assistant shipper. . . . Strand Theatre, Niagara Falls, drops to 35-cent top.

BEN WALLERSTEIN, who managed the Broadway, Buffalo, for past 14 years, and now connected with Warner Brothers' theatre department, was in Buffalo recently. . . . Jack Flynn, district manager, Metro-Goldwyn-Mayer, spent a few days in Buffalo. . . . Walter Stanzel, Comerford Theatres, did a little booking in Buffalo this past week.

AL BARNET, Universal, is sporting a new car, while Otto Siegel, of the Universal sales force, has one, too. . . . Jack Bullwinkel, formerly branch manager, First National, at Albany, and later branch manager for Sona Art-World Wide, Boston, is now added to the sales force at Columbia. . . . Capitol Theatre, Rochester, is installing a cooling system. . . . Rudy Vallee was accorded a tremendous reception when he arrived in Buffalo the other day to appear in person at the Buffalo Theatre. . . . Bill Bret, house manager, Buffalo, is back on the job after a two weeks' vacation. . . . Bill was sporting a new sedan on his trip and he is as brown as a Filipino.

FOR THE FIRST TIME, Buffalo Theatre is running show six days only. . . . This was necessary because of Rudy Vallee's national radio contracts. . . . Great Lakes Theatre, dark all summer, is putting in lobby advertising announcing some of the coming season's new pictures. . . . Johnnie Carr,

## A New Beery on the Scene



Noah Beery, Jr., in "Heroes of the West"; June Clyde, in "Back Street," and Sidney Fox, in "Once in a Lifetime," are the Universal players above.

## Union Reductions Sought in Syracuse

Reduction of stage crews, elimination of overtime and important concessions in the pit are all factors in the return of vaudeville to both Keith's and Loew's, Syracuse, this fall. Announced as a summer policy only, the straight film programs of both houses are clicking nicely, with managerial comment on the return of flesh uncertain.

One demand reported is the reduction of stage crews, now fixed at six men. Provisions regarding loading are also under fire. The one two-hour period allotted for rehearsals is another fly in the managerial ointment. The time must be extended to insure a presentable performance at the opening, they argue. Houses are also said to favor the cutting of the extra \$10, now allowed a musician for doubling, with such work mandatory without charge.

Houses will also ask an adjustment with the Moving Picture Operators Union agreement by which four men are now on duty in the booths. Managers are said to prefer a swing policy.

manager, Century, has returned from his vacation on the Canadian shore. . . . John Ross, Shea art department, was on his vacation last week. . . . Toward the end of it John got worried and suddenly appeared at the sign shop to see if he could help out. . . . Dave Bisgier put him to work at once. . . . Francis Maxwell has been promoted to assistant manager since the resignation of Howard McPherson. . . . Arnold Febrey moves up as short-subject booker. . . . Joe Weinstein, Publix booker, had his birthday July 6. . . . Ralph Maw, MGM salesman, is driving a new sedan.

FOX FILM FLICKERS defeated Ed House's Niagara Hudson soft ball team, score 14 to 4. . . . Features of the game

were the sensational fielding and base running of Emerson Dickman. . . . Come on, you teams, try and beat the Fox Film Flickers. . . . For games, write to William Maier, business manager, Fox Film Corporation, 496 Pearl Street, Buffalo. . . . Norman Sheehan just returned from a vacation in Toronto, Hamilton and Erie. . . . Van Anken is to succeed E. G. Williamson as manager, Palace Theatre, Clifton Springs. . . . Willis Sargent, young attorney from Syracuse, and member of the State Assembly, visited the local offices of the M. P. T. O., where he conferred with J. H. Michael, president. . . . Unity Theatre baseball team, the only theatre that has a baseball team in Municipal League, leads the league, having won nine straight games.

## Howard Beaver Passes

After having been manager of the Albany Educational-Tiffany exchange for only three weeks, Howard Beaver died suddenly of heart disease, July 14, at the Albany Hospital.

Beaver, who had been connected with the Educational Washington office for 13 years, succeeded Charles Flarity as Albany manager, Flarity becoming salesman. Upon being notified of Beaver's death, Budd Rogers, director of sales, and Arthur Newman, home office representative, came at once to Albany. No successor has been appointed, Flarity being acting manager in the interim.

Albany Film Board of Trade sent a floral tribute to Washington, to which city the body was returned after a short service in Albany.



# TWO IMPORTANT 32'S

**1932**  
THE YEAR THAT REQUIRES  
SUPER-SHOWMANSHIP

and →



## COMING —

First Picture on the New Program  
An M. H. HOFFMAN SPECIAL

# "THE THIRTEENTH GUEST"

By ARMITAGE TRAIL  
Author of "Scarface"

A Melodrama of Adventure, Mystery and Madness  
In a House of Strange and Startling Happenings!

with

GINGER ROGERS	EDDIE PHILLIPS	JAMES EAGLES	FRANCES RICH
PAUL HURST	J. FARREL MacDONALD	LYLE TALBOT	
CRAUFORD KENT	ETHEL WALES	PHILLIP SMALLEY	

Directed by Albert Ray

Scenario by Frances Hyland

### MONOGRAM PICTURES CORP.

W. RAY JOHNSTON, Pres.

723 7th AVE., NEW YORK

Distributors in New York City

First Division Exchanges, Inc., Harry H. Thomas, Pres., 1600 Broadway, N.Y. City



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Temperamental Connie

RKO Palace Theatre, Rochester, ran into modesty (imagine it in this day and age) in connection with a bathing contest.

Connie De Lettera won the beauty award at the Sea Breeze Natatorium and in tie-up with the Palace it was understood that she, with the runners-up, would appear on the Palace stage.

But when it was suggested that Connie don her bathing costume for her appearance in front of the bright lights, she balked.

"Scanty bathing duds are all right for the beach and even pictures in the papers, but not for the stage," said Connie, and nothing could change her mind. Result was that she appeared in street attire and the runners-up in their bathing togs.

Park Theatre, Newburgh, is starting evening shows 15 minutes later because of daylight saving.

Rockland, Nyack, conducted a contest in which a trip to Bermuda was awarded as the prize.

## ST. CHARLES

AN ENTIRE BLOCK ON THE BOARDWALK  
• ATLANTIC CITY •

A Smart Hotel in America's Smartest Resort

### COOL ROOMS,

fine location, superb meals, make summer days at the St. Charles halcyon days. It's great to be refreshed, cool, happy, at this famous seashore hotel during hot weather. Surf bathing from hotel.

IDEAL CONVENTION FACILITIES

ATTRACTIVE RATES

## "Kriss" Presents a Picture of Beauty



Here are Dasne and Sirone, heroine and friend, in "Kriss" (tentative title), a picture soon to be distributed by First Division. Those who have seen this tale of the Island of Bali have been thrilled beyond words.

## Older Stars Contest

Hold which some of the older stars had on the public was illustrated in a contest conducted by the RKO Palace Theatre, Rochester. Idea was to name as many "Stars of Yesterday" as possible and write an essay telling those the writer would like to see back on the screen.

## Thoughtful

Intentionally or otherwise, the Century Theatre, Rochester, said:

"MERRILY WE GO TO HELL"  
ALWAYS THOUGHTFULLY  
COOL

## "Bring 'Em Back Alive" Has Some Queer Sights and Sounds



Frank Buck's RKO smash, "Bring 'Em Back Alive" contains a vivid record of life on the Malay peninsula. And here are some of the featured players in his yarn.



## Naked Truth

General Manager Charles J. Bryan, of Reede's Kingston and Broadway Theatres, Kingston, has had the following inserted into advertisements of the two houses: "Despite any statements to the contrary, these are the only strictly first-run theatres in Kingston."

## Herald Has Plan to End the Depression

With contests of any description barred from the paper for several years, the Syracuse "Herald" has been cracked by Loew's State, Syracuse, for a \$500 tie-up, the cold cash, however, coming entirely from the theatre.

Harry Shaw and William A. Downes, manager and circuit manager respectively, landed the contest with the advertising department, the editorial policy of the paper forming an effective barrier to any proposition.

Institutional good-will is the emphasized scheme with little direct film tying in allowed. Contest topic is "My Plan to End the Depression," for which winners will receive a first prize of \$100, second of \$50, third of \$25, and additional awards of \$5 each until the fund is exhausted. Contest opens July 22 and runs three weeks, with the theatre's only apparent return in the fact that letters must be deposited in a ballot box in the inner lobby.

Gag was evolved by Downes, submitted to Oscar Doob, New York office, and sent back to Syracuse for a trial, with scarcely a blessing-my-child, attached.

## Eckel Radio Plug

Radio opportunity trials are the summer-time gag of "Paul and Gus," radio team of the Syracuse Skouras Eckel house. Each Thursday at the mid-night premier patrons are invited by Paul H. Forster, organist and originator of the team, which includes Gus Lampe, manager, to appear before "mike" for a test. House sound system is utilized to broadcast the trial and an engagement with the theatre team is held out as prize.

## Ad Stunt

"Adirondack Daily Enterprise," and Pontiac Theatre are working together on a little stunt which advertises both the classified page and current picture playing. Four names are taken from the circulation lists of the paper and inserted at random among the classified ads, inviting the four persons to see the show, free.

## Jersey Allied Meetings

Meetings of the Jersey Allied group are scheduled for July 26, August 9 and August 23 for the rest of the summer.

Members are urged to attend all sessions.

## Here's How the Other Half Lives

**IF YOU WANT TO SAVE PICTURE BUSINESS AND YOUR OWN JOBS  
ATTEND NEXT WEEK'S MEETING**  
(From the "Hollywood Reporter")

A full meeting of all members of the Academy will be called for Tuesday or Wednesday night of next week. You should be there. You must be there. Let nothing keep you from attending. There will be important matters transacted at that meeting, things you should know about, things you should vote on.

Conditions within the motion picture business are growing more critical each and every day. You, who are drawing those big fat weekly salaries; you, to sign whom studio executives knock each other over; all of you who are working in pictures have no idea how tough things are. And tough is not the word.

This is not calamity-howling. It is facts. You should know it in order that the true conditions may be given your consideration. The facts must be faced and faced quickly. For some reason or other, studio heads, production heads refuse to face them. You members of the Academy must dig into the situation, check up on conditions and try to save this business. Don't figure on your next option or the money on that next picture. You must consider what's going to happen next month, three months from now.

### Every Company Tottering

Every company in the business is tottering. Only a miracle will save two and possibly three. The executives in charge of things are doing little to save the business. YOU MUST. If you don't, there will be no options soon, there will be very few and very small salaries. It is up to you to protect yourselves, not for today nor tomorrow, but for the future in and of this business.

If things continue very long as they are running now, you will find that the greatest brains in this industry will be forced to combine and this combination will effect a merger of all available motion picture companies and properties into one or possibly two companies. Then what? What will happen to salaries then? What about working conditions under a combination such as this?

The very nature of the picture business keeps each and every company fighting against all combinations and mergers. Each and every company feels that it will come out on top of this thing. All of them can't and few of them will. But the more that do, the better it will be for you members of the Academy. If a "General Motors" of pictures is formed, there will still be pictures, but fewer, maybe better pictures, at less than half present costs.

### Think—And Think Fast

You members of the Academy have to do some thinking and do it fast. If all of you want to continue in this business and draw something like the money you are drawing now, give this condition a FAIR BATTLE. The producers have found that their Producers Agreement does not meet with the approval of the creative brains of the business and have shown a tendency to soften all or any part of it that may cause you hurt. But don't take this as an indication, an opening for you to make demands that are not fair. You can't do that during these times, or at any other time.

Some of you feel that all you can get out of a studio is less than your value to that studio. You may feel that in good times you contributed plenty to the building of those theatres that are now wrecking the business. You are right, but what good is that going to do now? Present conditions have to be met and, in meeting them, you members of the Academy may have to take things into your own hands, work out some agreement of your own for the protection of the studios and their wild trading. You may have to put some control on salaries, on the price of stories, on negative costs, etc., etc.

We have not sufficient brains to tell you what to do, but we know that SOMETHING MUST BE DONE QUICKLY to save you and your jobs for the future, to save this industry from going into the hands of one or two companies. What it is and how it must be done is a matter for your Academy. So attend that meeting, give it the benefit of your judgment.

SAVE THE PICTURE BUSINESS.

(EDITOR'S NOTE: Every exhibitor ought to get a kick out of the above.)

## Circuits Setting Deals for Next Season's Film

### Many Changes in Chain Buys Noticed

The circuits are getting deals set and there have been a few changes in the book-up.

Loew has bought Warners 100 per cent for the metropolitan houses.

Warners' Jersey houses have bought Fox 100 per cent.

Fox has sold its product, on a five-year deal, to RKO in all the 48 local houses.

RKO has been in the market for operating and buying deals with independents in order to get buying power in territories where it hasn't many houses of its own. Already Frisch-Rinzler have made a deal with the circuit, and there is a possibility of more. In order to get its Fox deal set, RKO had to make a deal with Frisch-Rinzler, who had a franchise for the pictures. In all, RKO is booking eight theatres, with runs to be shifted. RKO also takes over the Empire, which had a Fox franchise.

### Franchises

Other buying deals hang over on franchise propositions.



## Robbins Leaves Utica

Leasing of the Uptown Theatre, erected some years ago by Nate Robbins and Barney Lumberg and operated by the former during last season to M. J. Kallett, of the Kallett Theatres, Inc., Oneida, marks the retirement from the theatre game of the former head of the Robbins Amusement Corporation, with headquarters in Utica.

There were seven houses in the Robbins chain at one time, four in Utica, three in Watertown and one in Syracuse. Later these houses were taken over by Schine Brothers, Gloversville; then Fox, then Skouras and later and at present by Warner.

The Uptown will close soon and will reopen in September under Kallett control.

### Heard In

## SYRACUSE

Fitzer Takes Over Roxy, East Syracuse

By I. S.

JOE FITZER has taken over the Roxy, East Syracuse. . . . Milton Korach, contrary to expressed opinion of the wiseheimers, is making a good job of the Palace, upper James Street neighborhood. . . . Paramount is slated to reopen in August. . . . Nate Robbins, formerly heavily interested in local theatrical enterprises, who recently shifted the Uptown in Utica, is dickering for a return to the business, with four theatres in mind. . . . Harry F. Shaw, managing director of Loew's State, is not so pleased with the purchase of his new Cadillac as he was when he signed on the dotted line. . . . Harry walked back into his office after buying the bus to find the Loew cut notification.

CHARLES H. KALETSKI, for the past four years manager of WSYR, has announced his resignation and return to the local advertising field. . . . His successor is yet to be appointed. . . . Julian Brown, whose spectacular theatrical and night club career ended disastrously, will receive only the income from that part of his father's \$7,000,000 estate left to his mother, according to terms of the will of Mrs. Mary Seamon Brown, recently filed here.

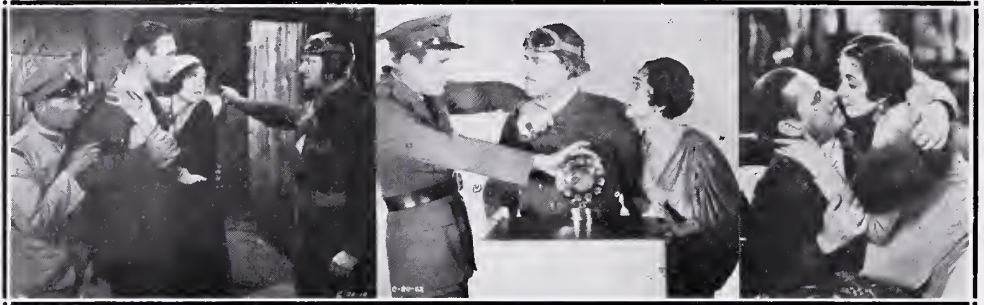
## Star, Hudson, Repaired

With adjustment of insurance on the Star Theatre, Hudson, badly damaged in a fire early in the month, extensive repairs are being made by the managers, Samuel and Edward Hochstim, in behalf of the owner, Mrs. Harry Scoville. Interior decorations will be done over, and new equipment installed. Stage and sound apparatus was severely damaged by the fire.

## Bekeros Banker

Peter Bekeros, manager, City Theatre, is chief director of the First National Bank, Highland Falls. He is prominently identified with the new Allied movement.

## "War Correspondent" Is Upon the Scene



Columbia already raves about Jack Holt, Lila Lee and Ralph Graves in "War Correspondent," which ought to start a new cycle.

### Heard In

## BINGHAMTON

Home Talent Lands and Biz Bad

By Dor

HOME TALENT FLESH at Bingo proved such a drawing card that Manager Fred Perry, Capitol, Comerford house, has launched nightly programs. . . . West shows and carnivals galore have not helped biz to any marked extent. . . . Midnight shows may be revived. . . . Perry is working off navy recruiting pictures at Capitol and they haven't gone over any too well. . . . Binghamton, where flesh played during winter, may not reopen in fall. . . . Several neighborhood houses still dark. . . . Rumor has it that Goodwill, Johnson City, may be taken over by Ned Kornblite. . . . He says nothing to it.

SOME TALK that "new" postoffice site in Bingo may be grabbed off by big interests for future theatre site. . . . Whether Uncle Sam would sell it after old Strong Block is demolished is conjectural, as that has gone the rounds from time to time for the past five years. . . . Night baseball at Bingo is drawing plenty. . . . Roadstands are not doing as well as a year ago, but better than six months ago, or this spring.

## Artistic Burns

Artistic Theatre, Buffalo, operated by Bernice Banaszak, was destroyed by fire, caused by short circuit. Fire was discovered shortly before closing time and the patrons all left without a mishap.

Owner of the property, Frank F. Wedzinski, was found in the cellar by firemen critically burned. Operator received minor burns.

## Buffalo Unit Independent

Jules Michael, president, is responsible for the statement that the Buffalo exhib unit will continue as an independent body that will co-operate at all times with the M. P. T. O. A.

His statement came after being queried regarding Allied competition in his territory.

## Syracuse Fencing

Fears on the part of two Syracuse houses, Keith's and Loew's, that the fall policy of the Paramount would include "flesh" seem to be vanishing. Return of Andrew Roy, who originally opened the Paramount, to look over the field seems to presage a straight picture policy, with Roy probably at the helm.

With the acquisition of the Dewitt, erstwhile stock theatre, by the Skouras interest, it is expected that another straight film house will be added to the already crowded Rialto. Both theatres are in the same block and are apparently fencing for the earliest opening date. Paramount was believed to open in early September, but upon Roy's arrival, the marquee sign announcing a September opening was changed to read August.

### Heard In

## UTICA...

Warners Close Avon— Policy Change

By Harry

GIVING WAY to the summer slack, Warner Brothers have closed their Avon Theatre, in the heart of the theatre district. . . . Stanley and Utica will remain open. . . . Utica, which has been running Class B pictures, will show some Class A offerings. . . . Colonial Theatre (Robbins) has been leased for a week by the First Citizens Bank and Trust Company to Samuel Cummins, New York City, who operates under the Public Welfare Pictures Corporation.

ORPHANS IN UTICA institutions and residents of homes for aged and those without sight who are enrolled in the Institute for the Blind were recent guests one afternoon of Bert Leighton, manager of the Stanley. . . . In a "Wishing Well" weekly feature at the Olympic, two persons were awarded a three-day sightseeing trip to New York, with all expenses paid. . . . Uticans were interested in the recent marriage of Helen Menken, actress.



— Heard In —

## 44<sup>TH</sup> STREET

Great System and Big Biz

IT'S A GREAT SYSTEM that summons servers use. . . . They stand in front of the Film Centre Building and when the exhibitors enter the building during the day they ask if there are any summons for them. . . . Invariably there are. . . . And if there aren't, the exhibs are peeved because they aren't given enough attention. . . . And, besides, the process servers ask for passes. . . . And get them. . . . This is the only spot where the summons idea works.

ARTHUR GREENBLATT and Dave Rosengarten are boosting "The Divorce Racket," first of the Goldstein Paradise pictures. . . . It gets released August 1. . . . While First Division reports that "It's Being Done," a Chesterfield, with June Clyde, Allan Vincent and Dorothy Peterson, will be on its way soon. . . . And Paramounters Sweigert, Randel and Siegel point to the fact that the first 17 pictures will soon be ready. . . . And the line-up does look good.

DON'T THINK THAT PHIL MYERS isn't enthused over Columbia's "War Correspondent" and the new season's line-up. . . . While Bob Wolff says RKO's "Bring 'Em Back Alive" is getting its sixth week on Broadway at the Cameo. . . . And Leo Abrams thinks "Igloo" is going to be Universal's surprise of the summer. . . . Ed Schnitzer has World Wide's "Man Called Back," day and dated at the Brooklyn Paramount and the local Rialto to brag about. . . . And Arthur Greenblatt is now set in his Film Centre suite. . . . Adolph Pollak is presenting the "Isle of Paradise," which had a distinguished opening at the Vanderbilt. . . . And so on and so on.

THE METRO CREW took a cut and the report showed that there was a profit of \$4.47 a share in 40 weeks. . . . It doesn't jibe. . . . Mannie Meyer is the new Powers Pictures exchange head here. . . . Succeeds George Dillon. . . . It's Mr. and Mrs. Harold F. Janecky since the Skouras district manager married Kathleen Bonniwell.

### Schine Takes Two

Cortland and Temple Theatres, Gloversville, have gone under the Schine banner by sale consummated between Ned Kornblite, of Binghamton, and the up-state theatrical chain. This gives Schine a monopoly and presumably ends the Kornblite scheme to erect a circuit in Southern and Central New York. No change in personnel is indicated.

### Cameo, Newburgh, Closed

Cameo has joined the Academy, Newburgh, in closing for the summer, leaving only four theatres in operation.

### Utica Civic Theatre

If sufficient pledges of dough and attendance are secured, Utica will have a civic theatre this coming fall.

Several preliminary meetings have been held and more are to come.

## Kaplan Gets Into the Limelight; But Just How?

### "Racket" Probe Issue at National Confab

Sam Kaplan, head of Local 306, has been getting into the headlines of late, but in a manner that is hardly favorable.

William C. Elliott, president of the I. A. T. S. E., is going to give special attention to racketeering charges made against Sam Kaplan, head of the New York local.

The matter came up at the Federation's labor council, when the body went on record in order to express its contempt against racketeering.

At the same time, further moves in the action against Kaplan came to light in the suits pending against him.

It is charged that Kaplan fixed his salary at an unreasonable figure and also got a lot of presents given to him.

Decision was reserved in the action against Kaplan in the application for an injunction restraining the enforcement of a resolution to pay Max Stauer \$25,000 to defend 25 officers of the union in a criminal case to be heard in the fall. The other asked for a receiver for the affairs of the union.

In addition, Empire State Motion Picture Operators Union, Inc., is sending out denials of any rumors that 306 is going to buy out the body. It claims Empire is so successful such a move belies any thought of affiliation with its rival.

Later developments found 306 winning a victory when the Court of Appeals upheld the right of the union to picket. This reversed the decision handed to Stillwell Theatre, Rosekay Amusement Corporation and Windsor circuit in New York. These theatres use Empire. No. 306 used this victory as a signal to resume picketing.

Permit men are now being added to the union's ranks in accordance with the desire of the national organization. Three are allowed in each month.

— Heard In —

## YONKERS

Stock Competish and Ice Cream

STIFF OPPOSITION is being given the motion picture houses throughout Westchester County with the advent of the summer theatres and playhouse groups in a number of cities and towns. . . . Managers of Yonkers theatres, however, report business is about on a par with the corresponding period last year.

ADOLPH GOBEL, former organist at the Loew Theatre, Yonkers, is now at the RKO Embassy Theatre, Dobbs Ferry. . . . Distribution of ice cream cones to children at the Saturday matinee performance is a sure business builder, Manager Hearne, RKO Proctor Theatre, Yonkers, reports.

### Lose Four; Win One

One of the A. T. and T. patents is valid and has been infringed, while four are invalid and not infringed, according to a decision of the U. S. Circuit Court in the suits brought against Sol Wallerstein, Buffalo, and defended by Warners. Patents were used in connection with amplifiers.

## RKO and Farash Getting Together in Upstate Pool

### Terrific Competition to Be Ended at Schenectady

An operating pool of RKO and Farash Theatres Corporation theatres in Schenectady is now being worked out by William W. Farley, president of Farash, and RKO representatives.

Lou Golding, divisional manager in Albany for RKO, is handling that end of the deal, subject to approval by New York RKO theatre officials and an adjusting of legal terms. H. B. Franklin, manager, theatre operations unit of RKO, has approved the deal. Farash theatres to be affected will be the State, Strand and Eric. These theatres among them book at present MGM on a split with RKO, all of Warner and First National, and some of Fox.

One of the Farash theatres will be closed. It was at first planned to close the Erie, which was recently damaged by fire, but which is being renovated. But the Erie property is owned by Veeder Magee, of Schenectady, and his lease to Farash stipulates that the theatre must be kept in operation. If this stipulation cannot be adjusted, the Strand will be closed. Pool is on bookings, RKO to operate the Farash theatres and Farley, William Shirley, vice-president and general manager, and Guy A. Graves, secretary and treasurer (both partners with Farley), will share in a percentage of any possible profits.

It is understood that, when the deal is perfected, Guy Graves will be offered a post as manager of one of the Farley houses and Shirley will be taken care of in some other position.

Another pool involves the Publix and RKO houses in Yonkers whereby RKO will operate the theatres in a five-year plan.

### Graves Sues

Frank Graves, dance orchestra leader, Albany, and known as "King Jazz," has brought suit in Kingston against Paul Whiteman for using the trade name, "The King of Jazz," claiming that he has used the name for seventeen years.

When Universal was ready to release the picture, "The King of Jazz," starring Whiteman, Graves secured an injunction.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Strange Interlude"—MGM

*Norma Shearer, Clark Gable, Ralph Morgan, May Robson, Alexander Kirkland, Robert Young, Maureen O'Sullivan.*

One of the finest pictures this industry has made. Metro has outdone itself in every department of the production cycle. "Strange Interlude" is a classic of production, well done, finely acted, intelligently directed. What its box-office fate will be is another question, but it deserves lasting success.

Estimate: A swell show.

## "Old Dark House"—U

*Boris Karloff, Melvyn Douglas, Lillian Bond, Gloria Stuart, Charles Laughton.*

Another of the thrill school and not apt to be so much of a money-maker as the ones that preceded it. True, Karloff is again a menace, and the entire story takes place in one of those mysterious mansions with lots of mysterious doings, but generally the whole thing comes to naught.

Estimate: Won't come to much.

## "Down to Earth"—Fox

*Will Rogers, Dorothy Jordan, Irene Rich, Matty Kempf, Mary Carlisle, Brandon Hurst, Theodore Lodi, Clarence Wilson, Harvey Clark.*

A natural for Rogers, showing how an oil millionaire has to come down to normal when the depression hits town. It's a great role for the comedian, gives him opportunity to wax wise, and should satisfy his following.

Estimate: Considerably box office.

## "Downstairs"—MGM

*John Gilbert, Virginia Bruce, Olga Baclanova, Hedda Hopper, Bodil Rosing, Reginald Owen, Paul Lukas.*

Gilbert is a villain, dies in the end. This, in itself, is a novelty. Whether or not the picture gets over depends upon Metro's state of mind. Up to this time, the company doesn't seem to have much confidence in Gilbert's shows. In this, however, the star does a nice piece of work. It's worth plugging.

Estimate: Depends.

## "Back Street"—U

*Irene Dunne, John Boles, Zazu Pitts, George Meeker, June Clyde, William Bakewell, Walter Catlett, Doris Lloyd, Noel Francis.*

A woman's picture, it has been directed with so fine a hand that it should rate its own share of attention at the box office. Irene Dunne comes to the fore with a performance that will give her renewed strength, and even John Boles contributes intelligent acting. Tale of a woman who sacrifices all for love, it is a weepy story for women, and, therefore, a shekel grabber.

Estimate: Looks all right.

## "Age of Consent"—Radio

*Richard Cromwell, Eric Linden, Dorothy Wilson, Arline Judge, John Halliday, Aileen Pringle, Reginald Barlow.*

A swell show that will slip unless the exhibitor gets behind it. Tale of young people, it needs exploitation, deserves it. As a piece of entertainment it ought to please audiences. College life, from a new angle, "Age of Consent" has a nice title, splendid appeal.

Estimate: Be fair to it.

## "The First Year"—Fox

*Janet Gaynor, Charles Farrell, Minna Gombell, George Meeker, Maude Eburne, Dudley Digges, Robert McWade.*

Dough at the box office, as strong as the other Gaynor-Farrells and an okay Fox job. Play made money, picture will, too. Bill Howard directed the piece, did a neat job, deserves credit. Story of the first year of married life, it has the pathos, humor and emotion that any tale of its kind would contain.

Estimate: Not a worry in a carload.

## "Unholy Love"—Allied

*H. B. Warner, Lila Lee, Beryl Mercer, Joyce Compton, Lyle Talbot, Ivan Lebedeff, Jason Robards, Kathlyn Williams, Richard Carlyle.*

Good title, but the work is a far cry from "Madame Bovary," from which it is supposed to have been taken. Cast contains plenty of names, Hoffman has given it lots of production value and the answer will be seen in the box office.

Estimate: Title will help a lot.

## "Congorilla"—Fox

*Camera and sound story of an African jungle taken by Mr. and Mrs. Martin Johnson.*

Another animal jungle tale that doesn't have the big punches of "Bring 'Em Back Alive," but which can be sold. The Johnsons have a reputation, but what the picture does at the box office depends entirely upon the manner in which the theatre gets behind it. Audiences should be entertained.

Estimate: Sell it.

## "Movie Crazy"—Para

*Harold Lloyd, Constance Cummings, Kenneth Thomson, Spencer Charters, Louise Closser Hale, Robert McWade, Harold Goodwin, Mary Doran, Noah Young.*

Probably Lloyd's best since "Grandma's Boy" and by far the best of his talkies. "Movie Crazy" is No. 1 on Paramount's new list, and it will be No. 1, probably, when the box-office naturals of the season are listed. Lloyd has contributed a farce chocked with laughs, a production that will make box-office history and a picture that will mean regained confidence for Paramount and the industry.

Estimate: Wow.

## "Skyscraper Souls"—MGM

*Warren William, Maureen O'Sullivan, Gregory Ratoff, Anita Page, Norman Foster, George Barbier, Hedda Hopper, Jean Hersholt, Wallace Ford.*

Pent house apartment stuff of the working girl and big bad business man, done to the proverbial T with the Metro finish. Warren William is the usual menace, O'Sullivan the girl whom peril entwines, and there you have it. The production value is immense. What it will do at the box office is another story.

Estimate: Probably average.

## "The Boiling Point"—Allied

*Hoot Gibson, Helen Foster, Wheeler Oakman, "Skeeter" Bill Robbins, Lafe McKee.*

Perhaps the best picture Gibson has made thus far. George Melford has given it good direction, the story is more weighty than the usual dustland dramas, and there is a nice production.

Estimate: Okay.

## "Vanishing Frontier"—Para

*Johnny Mack Brown, Evalyn Knapp, Wallace MacDonald, J. Farrell MacDonald, Zazu Pitts, Raymond Hatton.*

First western from Paramount in many a moon and up to the usual standard. Story is weak, but the audiences who go for the outdoor epics won't mind.

Estimate: Nice outdoor piece.

## "The Gorilla Ship"—Mayfair

*Ralph Ince, Vera Reynolds, Reed Howes, Wheeler Oakman, James Bradbury, George Chesebro, Ben Hall.*

Typical inde sea story with a lot of stuff that ought to appeal to a mass audience. Ralph Ince has a following, and if there are inconsistencies in the story, who cares? The title will help a lot.

Estimate: Typical inde.

## "Widow in Scarlet"—Mayfair

*Dorothy Revier, Lloyd Whitlock, Glenn Tryon, Myrtle Stedman, Lloyd Ingraham, Kenneth Harlan.*

Theft burglar drama that hits a nice pace, is well directed and should hit the same average inde standard that most of the other Mayfares did. Cast of featured players guarantees entertainment.

Estimate: Okay program.

## "Man Called Back"—W-W

*Conrad Nagel, Doris Kenyon, Mae Busch, John Halliday, Mona Maris, Reginald Owen.*

Tiffany has contributed a well directed, nicely moving programmer that seems to be the best of the Tiffany crop. Nagel is a name that can be sold, and the production value is swell. Story of a man whose regeneration comes through love of a woman whose husband abuses her, it has adult angles.

Estimate: Nice program fare.



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Jul 25'32 b.c.

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## MARTIN QUIGLEY

publisher of *Motion Picture Herald* and *Motion Picture Daily*, in an editorial titled "Selling Motion Pictures Short," declares double features "an indefensible evil" and "the height of folly."

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Spring goes to Farmer Al Falfa's head, for one of the funniest cartoons of the season. Produced by Frank Moser and Paul Terry.

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Suggested by the opera "Cavalleria Rusticana"  
A musical classic that will draw in new patrons.

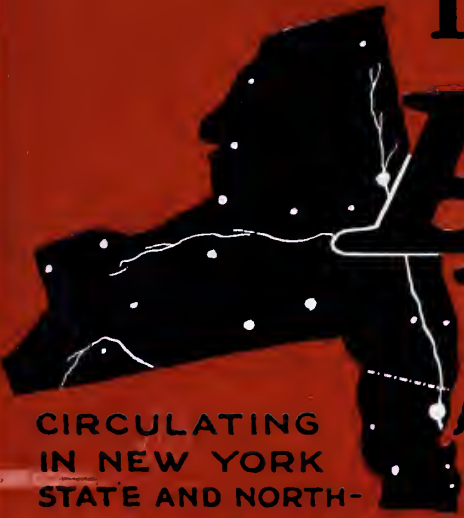


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in "SHIP A HOOEY"  
An Al Christie Production  
A 21-gun salute of belly laughs



Allied New York Continues With Regional Meetings

THE NEW YORK STATE



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Vol. 4—No. 23

NEW YORK, AUGUST 10, 1932

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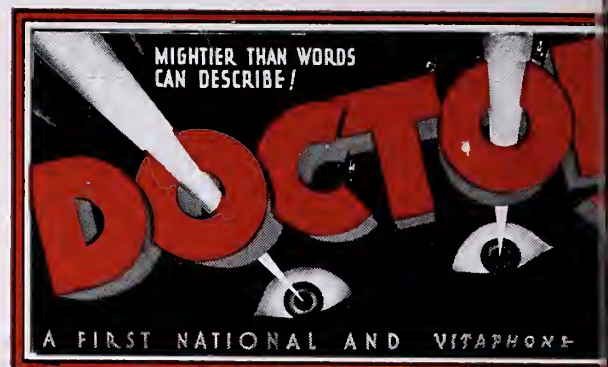
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# KEEP POSTED

on Warner Bros. Pictures!

Aug10'32 pg. 4





## HE ISN'T FOOLING ANYBODY BUT HIMSELF!

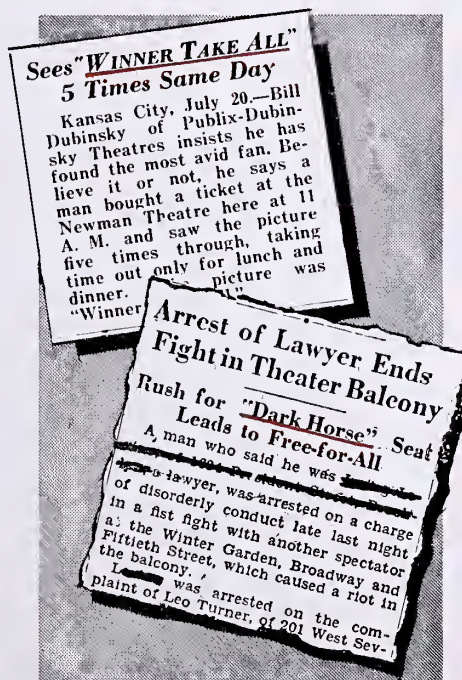
(He poses as the  
Napoleon of picture business, but—)

Unsupported claims of "Leadership" by motion picture advertisers impress nobody but the ad writer's boss. Individually and collectively, the exhibitors of this country have gone on record with the statement that Warner Bros. are making more money for them than any other company! Trust real showmen to see through ballyhoo to the FACTS every time!



## And here's THE LOEW-DOWN ON 1932-33!

Dave Loew grabs entire Warner-First National new-season product, including Westerns, Vitaphone shorts and trailers, for famous Loew Metropolitan circuit! Don't you envy any exhibitor who's set for the rest of the year with actual, tangible product like this—90% completed and definitely scheduled to Jan. 1st?!



Aug10'32 pg. 5

They're going WILD,  
simply WILD, over

- SEP. 3** Robinson in "Tiger Shark" with Richard Arlen†
- SEP. 10** Chatterton in "The Crash" with George Brent†
- SEP. 17** Joe Brown in "You Said a Mouthful"†
- SEP. 24** Arliss in "A Successful Calamity"\*
- OCT. 1** "Blessed Event" with Lee Tracy, Mary Brian†
- OCT. 8** Barthelmess in "Cabin In The Cotton"†
- OCT. 15** Fairbanks, Jr., Nancy Carroll, in "Son of Russia"\*
- OCT. 27** Barbara Stanwyck in "Betrayed"\*
- NOV. 5** "Life Begins" with Loretta Young†
- NOV. 12** Powell and Francis in "One Way Passage"\*
- NOV. 19** Joe Brown in "Campus Hero"†
- NOV. 26** "20,000 Years in Sing Sing" with Spencer Tracy, Bette Davis†
- DEC. 3** "Three On a Match" with Blondell, William, Dvorak, Davis†
- DEC. 10** Robinson and Francis in "Silver Dollar"†
- DEC. 17** "I Am a Fugitive" with Paul Muni\*
- DEC. 24** Arliss in "The Adopted Father"\*
- DEC. 31** "They Call It Sin" with Loretta Young†

\*A Warner Bros. Picture      †A First National Picture  
This schedule will be changed only if it is to your interest to do so.

# WARNER BROS. PICTURES



# The New York State EXHIBITOR

Issued on the Tenth and Twenty-fifth by

## Emanuel-Goodwin Publications

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August 10, 1932

### *New Ideas; More Business*

OUR esteemed contemporaries, the Quigley Publications, have allied themselves with those organizations advocating a 13-month year. Arguments for such a calendar are many. They need not be repeated here.

Let the Quigley publications endorse the 13-month year. Emanuel-Goodwin Publications, Inc., feeling the urge to start something or other, goes on record as advocating a selling season that begins with the beginning of the year. There really is no reason why selling should start in September, or August, when business is generally nearest its lowest ebb. If selling were started in January, the studios would not shove through so many weak sisters in the hot months, when the best product is needed.

Conditions are always poorest during the selling season. Salesmen have to face poor summer records of exhibitors from whom they are trying to exact big prices. Exhibitors generally have had lean months.

A January selling season, or two selling pushes, one in January and a minor drive in July, would give the industry double punch.

While the industry is cleaning up, with a post-depression outlook in view, let it consider this proposal. That the business can be taught new ideas is evidenced by the fact that the beautiful colored insert books are going out of the industry, deservedly. Educational and World Wide, with a new form in the shape of a small compact announcement, easy to read and filled with punchy copy and illustrations, deserve a hand for leading the way.

### *Paramount's Lesson*

WHEN P. S. Harrison, publisher of "Harrison's Reports," expressed the hope, in the recent convention of the M. P. T. O. of the Eastern Pennsylvania, Southern New Jersey and Delaware district, that Paramount will pull through its present crisis and once again deliver good pictures, he was acting as the representative of the hundreds of exhibitors who swear by his publication and theatremen generally everywhere.

Harrison, an able, constructive critic, who has the interests of the industry at heart, said that exhibitors in all parts of the country were pulling for Paramount. In

so doing, he gained good will for himself as a fair friend of the business, and helped Paramount immeasurably.

Thus is the reward of fair dealing.

Paramount has always been a friend of the independent. Even when it was on top it refused to gouge the theatremen, demanded only a fair return. Now, when support is needed, exhibitors are standing by the company.

It is the industry's wish that all companies, not only Paramount, come through. But the lesson of Paramount is one for the industry.

### *Sane Thinking*

NOT knowing the why or wherefore of the Cleveland dispute between exhibitors and distributors, this department can hardly be in any position to judge the nature of the case. However, it is pleased to congratulate all participants in getting together before the courts had a chance to rule on the difficulty.

There has never been and there never will be any case between exhibitor or distributor which cannot be settled by sane, sensible co-operation.

Any legal student of this business can point out that in the past real benefit for those seeking redress has come from mediation rather than court decision. The temporary flush of a legal victory is eventually overcome. Real triumphs for any faction are gained in the industry, not without.

### *Still No Substitute*

THE motion picture industry can well sympathize with the Chicago Board of Trade in its fight against suspension. Since, through a legal decision, the Film Boards of Trade were thrown out the window, the industry has well suffered, has been embarrassed and has failed to replace the machinery of arbitration.

Regardless of the merit of the case for or against the Chicago Board of Trade it may well be said that unless a good substitute is tendered, the grain industry is likely to suffer. In the case of the motion picture business, the decision abolishing the film boards has since left this industry without anything adequate to take their functions.

### *This Shopping Fever*

THEATRES which have been daring the wrath of the anti-merger group and who have proceeded to pool are beginning to find out that fewer theatres does not necessarily indicate bigger grosses for the ones staying open.

The public is shopping. If one theatre out of ten allowed to stay open runs a picture that has no appeal, that one might as well close, too, for all the good its monopoly accomplishes.

The real problem is whether or not the public will continue to shop when prosperity slides in again.





# New York Allied Intends to Pursue Regional Meeting Organization Plan

## Publix Heart Change

Publix's cut in advertising appropriations for local houses in various cities this year has been protested by managers of the theatres, who say they are handicapped in competition with independents. Not infrequently on the days of the week when Publix houses have had to insert in newspapers the smallest "ads" under orders from the New York offices, the independents have increased the size of their advertisements. The contrast has caused much comment. It is understood that the situation has finally been taken to heart by high Publix officials, and word has come that advertising appropriations are to be substantially increased, with a view to making a determined drive to build up business.

## Kaplan Wins Important Court Victory in Tiff

### Receiver Denied by Judge — Steuer To Be Paid

Local No. 306 has scored a dual victory.

Application by members of the Moving Picture Machine Operators Union of Greater New York for the appointment of a receiver for the union on the ground that Sam Kaplan, the president, and other officers are using the funds illegally and are conspiring to keep members opposed to them out of employment, was denied recently by Supreme Court Justice Black. Action was brought by Samuel M. Simon, Ernest Giesemann and Charles McDermott.

### Opinion

Justice Black's opinion said that the plaintiffs are "opposition" members and that their papers charge a number of illegal acts by Kaplan and other officers. The court said that while tactics of the president and other officers are not what the plaintiffs believe to be proper, their accusations "have not been substantiated with sufficient proof to justify" the receivership and an injunction in advance of the trial.

### Steuer's Pay

In another suit by Samuel N. Rubin, in behalf of himself and other members, Justice Black denied an application to restrain the officers of the union from carrying out a resolution to assess the members to pay a \$25,000 fee to Max D. Steuer for defending Kaplan and twenty-one other officers at their trial in the fall on indictments for conspiring to prevent some of the members from obtaining a living.

## Report Complete Success in Securing Converts — State-wide Convention Held Impractical — Month Will See Completion

Officers of the Allied Theatre Owners' Association of New York, Inc., express confidence that within a month the state outside of the metropolis will be fully organized.

### Making Good



S. Barrett McCormick

Was managing director of the Circle Theatre, Indianapolis, 16 years ago, when the Circle Theatre out-de-luxed most of the present-day de luxe houses. McCormick's advertising propensities were demonstrated at even that early age when the Circle Theatre was sold throughout the entire State of Indiana through the use of cards and posters on the fronts of the interurban trolley lines, which make Indianapolis the hub of the State.

Film peddlers of that day, who in the Chicago and Indianapolis section included such future "greats" as Joe Schnitzer, Sam Sax, Dave Chatkin, Nat Wolf, Al Friedlander, and a number of others, all envied Barrett his well-groomed collegian appearance and respected his judgment, to which they attributed the success of the theatre.

Now McCormick is advertising manager for Radio under Bob Sisk.

### Walnut, Newark, Reopens

Walnut Theatre, Newark, closed for several years, is going to reopen.

House seats 500 and deal for reopening will be completed soon.

### Highland Falls Open Sundays

In Orange County, Highland Falls has joined Port Jervis in permitting Sunday shows. Manager Peter Bekeris, City Theatre, has West Point to draw from.

The association is steadily signing up independents located in the territory in which regional meetings have been held. As further meetings are called and the objects explained, it is not doubted that the membership will become all-inclusive.

Officers of the Allied point out to THE NEW YORK STATE EXHIBITOR that the only problem is to establish contacts with the exhibitors, since once they understand the purposes aimed at, they become enthusiastic supporters of the movement.

The far-flung territory covered by Allied makes a general state meeting for organization impractical. Consequently the plan of regional meetings is being pursued, and the next meeting will be in Schenectady.

### Turner Takes Two

John A. Turner, bus operator, is reported taking the Broadway Open Air Theatre, at 204th Street and Broadway, and the Bronx Dale Open Air Theatre, at White Plains Avenue and Lydie Avenue, from the City Amusement Corporation, generally believed to be controlled by Local 306, Kaplan operator unit.

Each seats 1,500 people at a 10-15-cent admission.

Arrangements are being made to have them permanently enclosed.

Another open-air house is the Barnes Theatre, Bronx, operated by the Moonbeam Amusement Corporation, a 1,300-seater, with 15-cent admission.

### Keeney Acquires Carlton

Frank A. Keeney takes the Carlton, Jamaica, acquiring the house August 31 on a five-year agreement, with a vaude-film policy.

House was recently operated by Ridgemont Corporation, James and Bessie Camardella. Theatre had four changes of management in past few months.

### Newark House Opening

Market Theatre, Newark, N. J., seating 600, opens September 1.

Admission, 10-15 cents.

### Eddy—Betten

The marriage of Arthur W. Eddy and Miss Lillian D. Betten has just been announced. It took place July 12.

Groom is associate editor of "The Film Daily." The industry wishes him well in his new endeavor.



**Friday**  
**AUG 26<sup>th</sup>**

**AT 10:30 P. M. EASTERN DAYLIGHT  
SAVING TIME . . .**

**STARTS THE GREATEST RADIO**

**58 STATIONS OF THE NBC RED NETWORK  
6 CONSECUTIVE WEEKS WILL SELL TH**

**BEGIN NOW! . . .**

**HOOK UP YOUR THEATRE TO THE  
HUNDRED MILLION Who Will Play  
The Detective Role in This Astounding  
Mystery Drama As It Is Told Chapter  
by Chapter . . . *all except the last  
smashing climax . . . on the air!***

# THE PHANTOM

Aug10'32 pg. 8



**RADIO PICTURES  
BROADCAST SPECIAL**

**A FEATURE PICTURE SOLD TO AMERICA'S MILLIONS**



**TIE-UP IN SHOW HISTORY**

**IN A COAST TO COAST BROADCAST FOR  
A PICTURE AS NO PICTURE WAS EVER SOLD**

**\$6000<sup>00</sup> IN PRIZES**

**100 CASH AWARDS WITH A CAPITAL PRIZE OF \$1500  
FOR THE BEST ORIGINAL ENDINGS TO THE MYSTERY**

# **OF CRESTWOOD**

Here Is A Showman's Show! Never, in all amusement history has an attraction been presented with such a mammoth advance campaign! Thousands upon thousands of dollars are being spent to assure record breaking attendance to every theatre playing this amazing mystery drama and featuring one of the finest casts ever seen in a motion picture . . .

**THE STORY TOLD ON THE AIR FROM 58 NBC STATIONS EVERY  
FRIDAY FROM AUGUST 26th TO SEPTEMBER 30th, INCLUSIVE  
THEN RELEASED IN ONE SMASHING BIG  
FEATURE PRODUCTION ON OCTOBER 14th!**

**CONTEST CLOSES OCT. 10, 1932**

**FREE POSTERS! FREE HERALDS WITH  
CONTEST RULES! FREE TRAILERS!...**

**DISPLAY ADS ON RADIO PAGES OF THE  
COUNTRY'S LEADING NEWSPAPERS!**

**15 FULL PAGE ADS IN SEPTEMBER, OCTOBER AND  
NOVEMBER ISSUES OF LEADING MOTION PICTURE FAN MAGAZINES!**

*Radio Announcements To Instruct Listeners To Ask At Their Local Theatre For Contest Rules and Prize List! . . . Graham McNamee Announcing! Famous Authors and Editors as Judges! Window Displays in 1900 Woolworth Stores! And innumerable other exploitation and publicity features.*

**EVERYONE WHO CAN READ OR HEAR WILL KNOW ABOUT IT!**

Aug 10 '32 pg. 9



Contest  
Closes  
Oct. 10, 1932

**CONTINUOUSLY FOR TWO MONTHS BEFORE RELEASE**



# AN INTERVIEW WITH ADOLPH ZUKOR

BY  
JAY EMANUEL

"AS LONG AS I LIVE, I HAVE ONLY ONE DESIRE, ONE PURPOSE—TO SEE PARAMOUNT STAY ON TOP."

It was Adolph Zukor, president of Paramount-Publix, true veteran of the industry, one of the prophets of the business, its great idealist, speaking. And what the soft voice of the leader of the motion picture industry lacked in volume it made up in sincerity, in truth, in commanding the attention of his hearers.

Adolph Zukor has seen radical developments and improvements in the industry. He has seen the rise and fall of powerful competitors. He has helped his company go through dire depressions, has commanded it through prosperous times, and in everything he has maintained the ideal of Paramount—to give real entertainment to the masses, good box-office pictures to exhibitor and a fair return to his company.

THE MILITANT, DYNAMIC ZUKOR of a decade ago has given way to a philosopher, a student of the times, a prophet of the business. When he talks Paramount he talks for the industry, when he predicts that better times are coming he speaks not only for his company, but for every organization in the business. All must prosper together. Each one must solve its problems for itself.

TO SPEAK TO ZUKOR is to converse with a leader. He knows the language of the exhibitor, the distributor, the producer, the public. Each is separate, but the Paramount leader easily shifts from one to the other.

Q.—What do you think of the plan, offered by Emanuel-Goodwin Publications, advocating a selling season beginning in January?

A.—Buying film is not like going into a department store and gathering merchandise. The producers must gauge their production from the results they gain when the people flock to the theatres in September, October and months following until early spring. From the reactions of the people they must form the schedules for the following season. January selling is impractical.

Q.—Why does not Harold Lloyd, a box-office draw, make more pictures, benefitting the exhibitor and himself?

A.—Lloyd, who is delivering "Movie Crazy" shortly, would like to make more, but is so particular that it takes him almost half a year to plan his pictures. In this depression, he's been hurt as much as anyone.

Q.—What do you think of the "Buy Now and Secure the Future" program begun by William Goldman, general manager of the Stanley-Warner company in Philadelphia?

A.—It has my entire co-operation. Such a movement should prove a spur to national assistance by all branches of American enterprise. It should return lots of good will for the business. The fact that the "New York Times" carried it on the front page is a good indication.

Q.—As a matter of interest to the trade, what does Paramount think of the spirit of co-operation evidenced by P. S. Harrison, publisher of "Harrison's Reports," when he asserted, recently, that not only he but all exhibitors wanted to see Paramount regain its place on top?

A.—I think Harrison is a fair critic. Such a move on his part could only result in good will for all concerned. Now, it is necessary for all in this business to pull together. This is the salvation of the industry.

Q.—How does your company stand on exclusive selling?

A.—Paramount has not made any definite decision regarding exclusive run deals in the new season.

Q.—What is your opinion on censorship?

A.—We have little trouble with any censor boards. It is only when we feel they are unfair that we fight. Like you newspaper folk, we, naturally, resent restraint of free speech.

ZUKOR POINTED OUT that the best lesson gained from the depression is that work is a necessity, that exhibitors should not expect to have business come in of its own accord, that there is need for getting behind every picture. As far as Paramount's foreign production was concerned, he stated that the French studios were the most successful out of this country.

Q.—How does your company feel on the question of artistic productions, not necessarily aimed at the box office?

A.—Beautiful pictures, without appeal, always flop. We take this as an evidence that the audience for this sort of show is limited.

HOLLYWOOD, asserted the Paramount chieftain, is trying to change its ways. Little money can be saved on negative cost, he declared, but waste has been cut to a minimum. Thanks to the good work of Sam Katz, who knows the box office as an exhibitor of many years standing, and Emanuel Cohen, Paramount's studios are now in safe hands, and exhibitors can be assured of box-office product.

Zukor stated that he was betting every dollar he had on the future, after seeing some of the newer pictures, and advised exhibitors to do the same. The Chevalier picture, "Love Me Tonight," was a splendid piece of entertainment, he declared. Stories, he advised, were better. The studios had taken their coats off, he declared, and were

really working. This, he pointed out, applied to all of Hollywood, not just Paramount.

Q.—What are the requisites of a good movie, in your estimation?

A.—First the story, then a good director, a good cast and the cameraman. The star is not paramount.

Q.—This new idea, exchanging of stars, how does that react to you?

A.—A splendid evidence of co-operation, good for producers, good for the exhibitors, good for the public. I'm pleased to say it was Sam Katz's idea. It will react for the benefit of the whole industry.

ZUKOR DEFENDED the salaries of stars. Their stay at the top was comparatively short, he declared, and, therefore, they are entitled to what they can draw at the box office. Only when stars feel that they must decide on the story, they can't be handled, even if only they were getting the pay of extras. The industry has no place for temperamental stars. A star either must get the lead or mustn't. He has not the advantage of a featured player who can work more and make more.

Q.—From the mechanical end, how do you feel on current improvements in the movies?

A.—Engineers are now working on third dimension and color pictures, but the industry will not be ready for these for a number of years. There is no doubt but that talkies are here to stay. More action and less talk will result in a finer photoplay and more pleasing entertainment.

ZUKOR PRAISED the newsreels and educational. He declared that a variety program is essential and that exhibitors should build their programs with this in view.

Q.—How does Paramount find the business barometer?

A.—Our salesmen, and our statisticians, too, show us that business is definitely on the upgrade, that improvement has resulted in the past 30 days. There is no doubt but that, as the rest of the country improves, this improvement will be reflected in our industry.

THE HEAD OF PARAMOUNT-PUBLIX declared that he was working harder now than at any time during the 20 years he has been in the industry. Paramount was his life, he declared, and the ideals that he had envisioned when he founded the company he had held through all these years. Work was necessary for everyone, he asserted.

Questioned as to individual Paramount pictures, he stated that "Sign of the Cross" loomed as the biggest picture and a real box-office attraction. The public is now ripe for this type of a picture.



Q.—What does the future hold in store for the independent exhibitor?

A.—For the exhibitor who wants to work, who will face the future with confidence, there is a prosperous rainbow in sight. The independent has an advantage over the chain that can't be denied. Paramount was forced into the exhibition business by people who tried to corral all ends of the industry, and now Paramount is finding out that segregation of theatres is more advantageous.

THE EXHIBITOR, said Zukor, who puts in \$25,000 into a theatre and expects to make \$75,000 in a season is only fooling himself. If everyone in the business expected only a fair return everyone would be better off for it.

Q.—What does Paramount promise for the new season?

A.—Paramount, as always, sticks to one principle. Production of pictures of popular appeal to be sold to exhibitors at a price that gives everyone a fair return and which helps those who attend the motion picture; receive entertainment. The picture theatre has always given more for the money, and should continue to do so.

THE INTERVIEW with Adolph Zukor was completed, but there remained an influence which certainly would be felt for a long time to come. It was as if the production division of the business had been interviewed by the exhibition end, and from this had come a complete understanding, a promise of co-operation.

It has been a long time since Adolph Zukor had been named "the little general," and yet it was as if this name fitted him more today than at any time in his business.

Paramount's confidence in the future is the confidence of the industry. The industry's leader has thrown everything into this final fight to overcome the depression breach that has completely enveloped this and every other business.

PARAMOUNT, it is hoped, will come back to the peak. With Zukor, Katz, Cohen, Hertz, Schaefer and the other leaders it has the wisdom, confidence and man power to top every obstacle.

### Incorporations

Audi-Film Service Corp. of New York. To deal in the motion picture business.

Remington Pictures Corporation of Manhattan. To deal in motion picture apparatus.

### Town Helps

Co-operation between the citizens of a small town and an exhibitor is instanced in the case of Cherry Valley, New York, where H. Edick has just started showing pictures.

Edick, who also operates a theatre in West Winfield, was asked by Cherry Valley business men to open the town hall, which had been equipped with sound. There had been no pictures in the town for two years. Edick booked pictures and on the opening night there was a street parade and an official welcome for Edick by the Chamber of Commerce.

## Warner Brothers Merchandising Plan Arouses Industry

*(This is the time of new ideas, new merchandising efforts. Warner Brothers, confident that their product is box office, will shortly trade show, in many cities, twelve pictures to exhibitors. This new merchandising plan has aroused the business and Warner Brothers deserve a lot of credit for the manner in which they are getting behind their pictures. It will be a great national demonstration.—The Editor.)*

An event unprecedented in motion picture history has been announced. Warner Brothers have issued plans for a national motion picture exhibit, to be held August 22-23 in all exchange centers. Under the title of "Warner Brothers' National Exhibit," the distributor will show to invited exhibitors and citizens of public importance twelve of their pictures already completed.

It is believed that this exhibit will have a most beneficial effect upon motion picture attendance and business generally.

It is hoped that the backing of all local Chambers of Commerce will be enlisted. Developed on a most extensive scale, there will be an official hotel designated in each city where the exhibit is held, with the hotel co-operating fully as to accommodations, decorations and newspaper publicity and entertainment to make the event as colorful and impressive as possible. Each Warner exchange manager has already been furnished with a comprehensive plan for carrying through the details of the exhibit.

Instead of showing exhibitors a single picture, such as is usual in film gatherings, the Warners are going to show a great part of the completed 1932-33 product, in addition to the balance of the 1931-32 pictures not yet released.

"When we first made our 1932-33 product announcement," said Major Warner, "we pointed out to exhibitors that by having so many of our next year's pictures completed, we were in the position of being the sole producers who could show exhibitors right on the screen what they were buying, instead of having to buy from a tentative product announcement that didn't give the exhibitor anything except uncertain promises.

"We are staging Warner Brothers' national exhibit in order to show the exhibitors the greatest line-up of pictures that has ever been grouped for a showing at the one time by any producer. We feel that not only will these exhibits do a great deal of good in working up enthusiasm for the coming season in exhibitors—an enthusiasm that will be reflected in greater showmanship efforts than ever before, but the exhibits will have a most beneficial effect on theatre attendance all over the country. The exhibits, patterned along the lines of a General Motor or a Ford new model showing, will serve to call attention to the splendid programs of screen entertainment that are in store for the fans.

"Over 7,000 exhibitors are expected to attend the exhibits, which will be held in theatres arranged for by Warner Branch Managers. These exhibitors will undoubtedly announce to their patrons and their local newspapers that they are going to attend an exhibit that will assure their patrons of the finest possible screen entertainment. Together with local celebrities and civic leaders who will be invited to the exhibits, over 15,000 will attend. We feel confident that after attending the Warner National Exhibit the theatre owner is going to return to his house, cheered up by what he has seen and more optimistic about his business than he has been in two years.

"Here are the twelve Warner Brothers-First National pictures to be shown the exhibitors attending the exhibits. We know that these pictures will do more to raise the morale of the exhibitor and to give him a new lease on life, than anything else under the sun, for every exhibitor realizes that, despite general business conditions, there is good business to be had with outstanding pictures.

"Upon these pictures Warner Brothers is banking to give the industry an impetus that will be reflected in fine box office business: 'Crooner,' 'Doctor X,' 'Two Against the World,' 'Life Begins,' 'A Successful Calamity,' 'Tiger Shark,' 'The Crash,' 'Blessed Event,' 'Cabin in the Cotton,' 'One Way Passage,' 'Son of Russia,' and 'Three On a Match.'

In addition to showing the twelve feature productions, Vitaphone short subjects, such as the Technicolor series of six two-reel musicals, and several of the recently completed "Broadway Brevities" and "Big V" comedies will be shown along with three of the "Melody Masters" series of band shorts, and some of the new E. M. Newman World Adventurers series.

Two of the Westerns will also be shown during the exhibit.

## Columbia Plans An Active Future



"American Madness," from Columbia, shares honors here with a Lambs Gambol short, featuring Victor Moore, Lois Moran and others.



## Buffalo Exhibitors Turn Out for the Showing of "American Madness"



Columbia Pictures was host, recently, at the showing of "American Madness" to the trade in the Terrace Room of the Hotel Statler, Buffalo. Jack Miller, manager, was in charge. The picture is also of importance because this displays, for the first time, Miss Marion Gueth, one of the most charming ladies of the territory. (Ed.—Honestly.)

### Heard In

## E L M I R A

Strand Closed and Burke Resigns

By Jay

STRAND, WARNER BROTHERS, has been closed for summer. . . . Expect to open in fall. . . . Policy of other two Warner houses, Keeney and Regent, and two independent houses, Capitol and Colonial, will remain same. . . . Harry A. Burke has resigned as manager of Fox, Corning. . . . R. W. Savage, Niagara Falls, replaces him.

GEORGE BUBB, manager, Canton, Pa., Theatre, who has been showing Sunday pictures for a month, has been ordered by the district attorney to stop the Sabbath Day performances. . . . Manager John M. Maher, Majestic, Hornell, has been summoned to Batavia. . . . Majestic, leased by Warner Brothers, was closed following a rental dispute. . . . Future of the house is uncertain. . . . Opinion still is that M. E. Comerford may take back some houses.

### Syracuse Headache

Syracuse exhibitors, gloomily surveying the summer's red entries, have one answer in the record attendance at the twice-weekly free municipal vaudeville shows given in the Thornden Park amphitheatre, under direction of Commissioner William A. Barry.

Twelve shows have been held to date, with a total attendance of 132,000; if the average is maintained at the seven remaining shows, the season attendance will total 250,000, as against 150,000 for 1931.

### Saratoga Suffers

Month of August in Saratoga with its racing season has always been marked by pre-releases of many of the big pictures of the fall before they are seen in any other city. But product is so slow in being released this summer that fewer pre-releases will be shown.

### Heard In

## U T I C A . . .

Smalley House Proceeds and Sex Wins

By Harry

BRUCE CONNING, who is trying to get enough subscriptions in Utica to sponsor a civic theatre, playing popular productions with guest stars, has turned to the air in his appeal for support. . . . Hillside School

Band, Troy, which has been spending the summer at Oriskany, near Utica, was featured as an added attraction at the Utica Theatre recently. . . . Children of the Utica Masonic Home, House of Good Shepherd, St. John's Orphan Asylum, Crippled Children's Home and St. Joseph's Infant Home mingled with a baby gorilla during a visit to Utica the other day.

THOMAS WARNER, manager, Capitol Theatre, Ilion, since last September, resigned to assume the managership of the Palace, Syracuse. . . . Work on the new Smalley Theatre, Norwich, held up some time for lack of material, goes forward at a rapid pace. . . . Sponsored by Garry Lassman, manager, Utica, a Buck Jones Ranger Club was formed with a large membership. . . . Members of Utica's safety patrols, on duty at the summer playgrounds, will be guests in September of Bert Leighton, manager, Stanley. . . . With one accordion contest out of the way, with announcement that Frank Corridor had been declared the winner, Utica Theatre immediately started another. . . . With a stage attraction, "The Truth About Married Love," supplemented by a parade of living models, the Colonial Theatre did a land office business for the lone week it was reopened recently.

### Glens Falls Situation Clearing

Despite persistent rumors that the Rialto Theatre, Glens Falls, was still on the market, that theatre is to be operated by J. A. Fitzgerald, Rialto Operating Corporation, consisting of a Glens Falls banker, J. A. Fitzgerald, Mrs. Coburn and Roy Brown, of the Glens Falls National Bank.

Uncertainty as to sale of the Rialto has handicapped Fitzgerald in booking pictures, which all seemed headed for the Empire and Publix Theatres, first runs. Assurance by officials of the Rialto corporation to Albany exchange heads that the theatre was not in the market, has enabled Fitzgerald to book first-run pictures.

Last year the State, Rialto, Publix and Empire all had first runs. During the year the State was forced to second run. It is believed that the new situation will force Fred Mausert, State, to later runs than second. Pete Dana operates the Empire. Dana, who doubles as Universal salesman and operator of the Empire, was slightly injured in an automobile accident the last week in July. Fact that the Park Theatre has second runs is what will force the State to later runs, and give Fitzgerald, who also operates the Park, both first and second run in the city.



## Heard In

# BUFFALO

Romance in Air and Give a Hand

By Mary Ann

STANDARD FILM EXCHANGES, Buffalo and Albany, held a convention this week. . . . Among those attending were Ben Smith, B. H. Mills, Gene Lowe, as well as the local representatives, Berkson and Sodikman, and the big boss himself, J. Berkowitz. . . . Herb Silverberg dropped his law books long enough to journey to the races at Niagara Falls with Nat Sodikman and Harry Berkson. . . . Big event in Buffalo: Jay Bee Berkowitz is finally coming back to the old home town after two weeks of concentrated activity in New York, lining up the balance of next season's program.

MOTION PICTURE MEN mourn the sudden death of Albert P. Kaufman, manager, Capitol Theatre, Rochester. . . . Universal film exchange issued invitations to a private preview showing of "Back Street" at the Buffalo Theatre. . . . Nick Basil, manager, Basil Theatres, just returned from a two weeks' vacation in the Adirondacks. . . . F. G. Hohm will reopen the Avon Theatre, Buffalo, August 14. . . . He was formerly manager of this theatre. . . . After remodeling, redecorating, adding new seats, new screen, L. Bongiovanni announces that the State, Buffalo, will open again in September. . . . He reopened the New Frontier, Buffalo, June 27. . . . Safe crackers obtained \$167 from the Bellevue Theatre, Niagara Falls, recently. . . . An attractive lady booker of an independent exchange and a handsome theatre manager of the lumber town are frequently seen lunching together. . . . Fire visited the Colonial Theatre, Niagara Falls, destroying sound equipment.

ROSEN STAR THEATRE, Tonawanda, is trying out a new screen policy with living models. . . . Fox team wins again—Emerson Diskman charges defeat of Sam Wallace's Gowanda soft ball team by a score of 10 to 0. . . . Feature of the game was the sensational fielding of Arnold Febrey and the terrific hitting of Jack Chinell. . . . Mary Ryan, MGM office manager, just returned from a two weeks' vacation spent at the lake shore.

HOWARD F. BRINK, Educational, says: "There is no depression in the Buffalo office." . . . Howard claims it doesn't take the exhibitors long to find out "who has the goods." . . . Salesmen Savage and Goodwin, Educational, are working hard on the new product. . . . Audience displayed plenty of enthusiasm after the screening of Educational's "Baby Burlesque," also "Sign of Four." . . . Grace Loughren, Educational stenog, is vacationing in the Adirondacks. . . . "Man Called Back" has just been released by Educational, with first-run bookings for Buffalo, Rochester, Syracuse, Auburn, Oswego, Elmira and all key cities.

GREAT LAKES will open August 19 with "Horse Feathers." . . . Front of this theatre has been covered with a huge barricade, announcing some of the Shea Greater Entertainment Season Attractions. Starting August 19, Shea Theatres will inaugurate their Greater Entertainment Season. . . . It is expected that Mayor Roesch will speak at the reopening of the Great Lakes, and talk briefly on the better shows coming to town.

## Hock Postpones

Frank C. Hock, who installed sound in the Central Theatre, Goshen, county seat of Orange, and planned to open the middle of July, has postponed the opening until Labor Day.

TED HERSEY is back from a trip to Wisconsin, where he motored on his vacation. . . . Century, under its "new straight-film policy," has been doing exceptionally well, principally because the house has had a break on good films. . . . To "The First Year" goes the honor of attracting the biggest business in months to the Buffalo Theatre. . . . Dave Bisgier, head, Art Studio, is enjoying a well earned vacation. . . . Bob Murphy has been putting over the Bellevue Theatre, Niagara Falls, in great shape. . . . New lobby displays are also being installed in the Riviera, Tonawanda, and all the Shea community theatres.

LAFAYETTE THEATRE got a good publicity break for "Young America," when they tied in with the Buffalo Young Men's Crime Club, local organization of boys, who work to offset crime in the city. . . . A. C. Hayman, president, Lafayette Theatre, returns to his desk August 18 after six weeks at his "Camp Ruffit," French River, Canada. . . . George MacKenna, manager, Lafayette Theatre, gave a special screening of "Young America" for Commissioner Roche. . . . Commissioner said it was one of the best pictures he has ever seen. . . . He had 25 policemen at the theatre for the opening, and many of them acted as ushers. . . . New ventilating system was just installed at the Lafayette. . . . Let's all give an exhibitor (who has had a tough break) a helping hand. . . . Mrs. Mav Levine, of the recently closed Masque Theatre, is now operating a circulating library at her home, 1580 Amherst Street, Buffalo; phone, Parkside 0861, and has all the very latest books. . . . Margie Mathis, Standard Film stenog, is engaged to Andy Horn, the younger member of the Horn Trucking Service.

## Heard In

# ROCHESTER

Motion Picture Folk Will Hold Picnic

By Eeatch

ANDY ROY, manager, Syracuse Paramount, is doing promotion work for the Century, Rochester. . . . John Appleton, who rose from usher to manager at the RKO Temple, is now assistant manager of the Palace, New York. . . . Vaudeville expected to return to Loew's Rochester before September 1. . . . Marty Anderson, assistant manager, Century, took his new wife to Birmingham, Ala., to visit the folks during his vacation and encountered plenty of hot weather. . . . Edmund Howard, assistant manager of Loew's, Rochester, took a few days off to see the shows on Broadway. . . . Manager Hattie Lutt is looking the legitimate field over for fall attractions at the Lyceum.

NO GIRL USHERS at the Palace, says Manager Golden. . . . Rochester Motion Picture Exhibitors Association planning annual picnic late in month, with William Tishkoff, president, in charge of arrangements. . . . Local newsreel at the RKO Palace showed views of the nudist colony (plenty far away). . . . U. S.-Canada yacht races proved added competitish for the matinee business. . . . Beaches and resorts are getting seasonal crowds, but little money, operators complain. . . . Manager Harry Royster, Century, featured the Olympic Games in the newsreels with changes during the week.

## Park Progresses

Park Theatre, Newburgh, managed by Frank V. Walsh, New York Allied's secretary, is observing the completion of its second year under the Eugene Levy ownership. Park is playing to good houses.

## 120 MILLIONS ARE WAITING TO SEE



## THE GREAT HUMAN DOCUMENT THAT WILL LIVE FOREVER



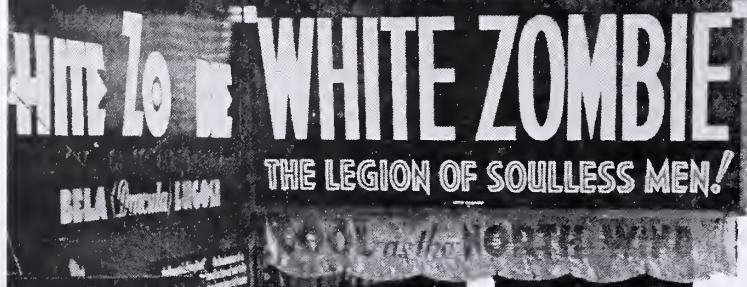
# THEY DID EVERYTHING BUT

Aug 10 '32 pg. 14

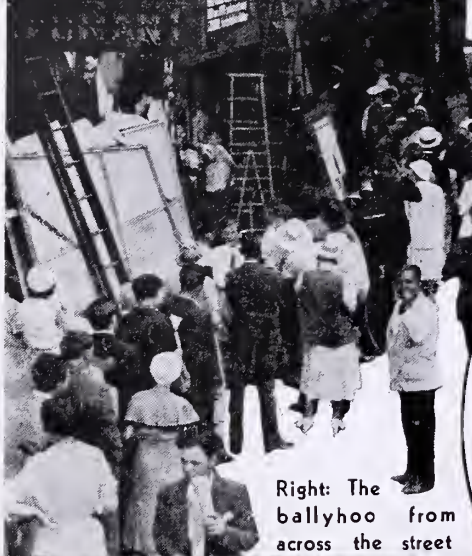
Crowds watching the BALLYHOO on the  
marquee.

# THE OI

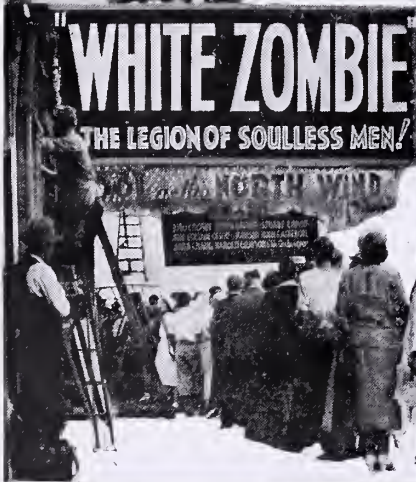
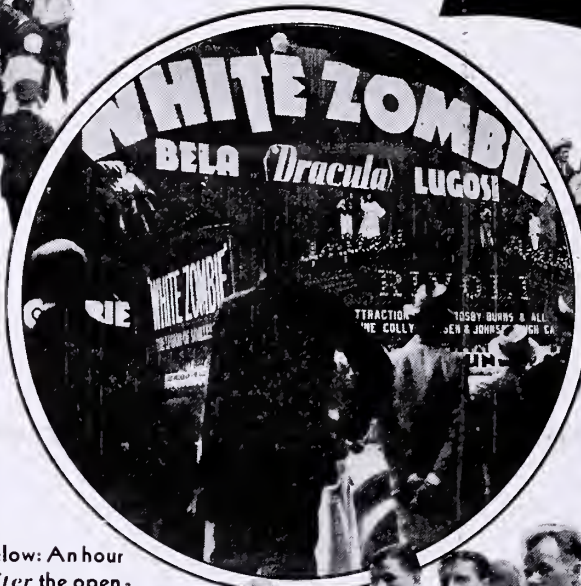
# "WE ZOMBIE AT THE RIV



Left: Two hours before the  
opening . . . the biggest line  
in the history of the theatre.



Right: The  
ballyhoo from  
across the street



Below: An hour  
after the open-  
ing! No let-up!



A Victor and Edward Halperin Production  
Directed by VICTOR HALPERIN

# UN



# STAND ON THEIR HEADS AT OPENING OF WHITE ZOMBIE

LI THEATRE, N. Y.



**WHITE ZOMBIE**  
THE LEGION OF SOULLESS MEN!

THE WHITE ZOMBIE  
PRODUCTION BY RICHARD ROSS  
DIRECTED BY ROSS HUNTER  
CASTING BY ROSS HUNTER  
MUSIC BY ROSS HUNTER  
EDITED BY ROSS HUNTER  
DISTRIBUTED BY RKO PICTURES



**EVEN IF YOUR OPPOSITION  
GRABBED THIS PICTURE BE-  
FORE YOU DID, READ THIS:**

**FIRST:** That the public is hungry for UNUSUAL pictures! Give them a "Dracula," a "Frankenstein," a "Bring 'Em Back Alive," a "Scarface," a "WHITE ZOMBIE," and they'll come out in droves — good times or bad!

**SECOND:** Cut your paid space in newspapers and you cut your own throat. "WHITE ZOMBIE" was set into the Rivoli on four days notice. Not a line of publicity had previously appeared in the fan magazines. No chance to get any free space in the newspapers. Yet the ads, playing up the unique angle of this picture brought out crowds the like of which has not been seen on Broadway in years.

**THIRD:** Letting down on exploitation AFTER the picture opens is suicide. Two hours after the picture opened figures on the side of the theatre came to life—an inexpensive ballyhoo that stopped thousands. Boards bearing interesting data stopped hundreds who read and bought. Mechanical men moving on the sidewalk attracted them in such numbers they had to call out the police to straighten out the traffic.



**Give 'Em Pictures Like "White Zombie"  
ADVERTISE! EXPLOIT!  
And the Crowds Will Come**

**ED ARTISTS RELEASE**



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Shaw Saved

Maybe it was all in fun, but Harry F. Shaw, managing director, Loew's State, Syracuse, is through with umpiring for all time.

Harry volunteered to function as umpire for the ball game played at the annual field day of the Kiwanis Club. Some of his decisions were, or close, with the result that everything within reach came his way.

It took Commissioner of Public Safety William Rapp and Fire Chief E. W. Gieselman to rescue Shaw and escort him to clubhouse safety.

## Paramount Plays Host To Lots of Reviewers

Paramount Publix, putting over a big campaign on the season's first releases, will play host to critics.

August 10-11 were selected as the days in which critics from all parts of the east will be feted locally and shown four releases in the first group from the studios.

This is in line with the company's drive to give the season a big start.

The reviewers will be the guests of Paramount during their stay.

## Award Helps Nyack

Four thousand persons jammed the Rockland Theatre. Nyack, packed the aisles and lobbies and filled the street for a block on the occasion of the award of an automobile by the theatre as a regular monthly prize. Mayor William E. Mott acted as master of ceremonies.

To ballyhoo a picture with a circus side-show slant, Manager John A. Hartung erected a ticket booth on the sidewalk in front of the Publix Broadway, Newburgh, and placed a clown in it.

## Hypnotism

Stunt of having a young woman hypnotized and kept in a trance in a store window for 24 hours, then taken to the stage to be awakened, was worked by a "mystic" appearing in the State, Middletown.

Playhouse, Hudson, had 38 children from the Orphans' Home as guests at a recent show.

## Publix Local Screening

Publix houses in Poughkeepsie, Middletown and Peekskill have been drumming up midsummer interest by screen testing as many local gals as will present themselves on the chance that one among the many will show up well enough to get a Hollywood invitation from the moguls.

## "Beauty Parlor" Comes From Chesterfield



And First Division releases "Beauty Parlor," which has Barbara Kent, Dorothy Revier and Joyce Compton heading the cast.

## For "Zombie"

Something a bit different in publicity contests was engineered by Edmund Howard, publicity director, Loew's Rochester theatre, in co-operation with the "Democrat and Chronicle." He called for essays on "My Most Terrifying Experience" written in fewest words possible. Tied with film "White Zombie."

Broadway (Publix), Newburgh, is working up an all-expense trip contest, winner, with chaperon, to see the sights of New York for two days.

## Local "Congorilla"

Manager Harry Royster, Century, Rochester, took full advantage of the fact that the Martin Johnsons are well known in Rochester in ballyhooing their film "Congorilla." He used letters from prominent persons, still pictures of their African hunts with the late George Eastman, and a jungle lobby display a week ahead of the opening.

## Warners Entertain

To celebrate a preview of "Crooner," in Westchester recently, Warners entertained critics and trade press to dinner at the Rye Bath and Beach Club.

The picture was well received.

## 15 Minutes Later

New York State managers in general complain of daylight saving, but do nothing about it. Frank V. Walsh, manager, Park, Newburgh, and secretary of New York Allied, made the simple little change in opening time for the first evening show from 7 to 7.15. The reaction of patrons has been instantaneously favorable.

In a tie-up with the State, Middletown, a store distributed free matinee tickets with every purchase of ten cakes of soap.

## "Doctor X" Banner

With Broadway getting marquee conscious, the best banner of the season goes to Warners with their "Doctor X" banner, 130 feet long and 45 feet high, covering the entire side of the Warners' Strand building.

## F-D Expecting

First Division is expecting a print of "The Girl From Calgary," with Fifi D'Orsay and Paul Kelly, in soon. The picture will be in color and will be one of the big Monogram productions of the season.

"The Thirteenth Guest," from Monogram, with a sterling cast, will also be in soon.





## THE GOVERNMENT LOOKS AT THIS BUSINESS

Discussion by

- Eric M. Knight
- Roxy
- The Commerce Dept.

August, 1932

A MONTHLY FEATURE  
OF  
EMANUEL-GOODWIN PUBLICATIONS

## Too Much Pessimism

By Roxy

(S. L. Rothafel)

"WHEN WILL THE DEPRESSION END?"

I say to you with all my heart, it is going to end just as soon as we stop being pessimists and start being optimists. The trouble with our industry, like in no other industry, is the fact that it never had a great deal of stability. That when times were good we did not use very good judgment and prepare ourselves for a storm. The motion picture industry lacked institutional foundation. If you can show me any industry or any art or anything else in the scheme of things that has not an institutional foundation, I am going to show you a failure. Whatever little institutional foundation that the industry did have, when times were good they loaded it up with so much weight that when an adverse condition did come into being, the foundations were buried under the debris. Without institutional foundation and idealism you never can hope to succeed.

ON OUR TRIP, which we just finished, to Europe, the point was brought home very

forcibly to us. The conditions in Europe, as a whole, are not in any better or as good as they are right in our own country, with one exception, and that is Great Britain, and there everywhere we see signs of returning to somewhat normal conditions. Do you know why? For the simple reason that Great Britain and the British have a tradition, an institution, and that thing is bringing them back to normalcy.

OF COURSE, it is all right to say keep smiling and everything, but it reminds me very much of trying to drive an automobile up a hill. This automobile has been going along a paved road—everything was working fine and now comes a hill that is not paved, and what happens? Instead of stepping on the gas and keeping the throttle open, we touch it nervously with our toe, making the gas thinner, and expect to go over the top of the hill. You will never do it in a thousand years. What has gone over the dam it is no use crying over, but I do say this: Keep the corners of your lips turned up and cut out this terrible pessimism. What we need in this country is a moratorium on this most unwholesome pessimism that we are confronted with.

*(YOUR THEATRE is privileged to present some remarks of prominent speakers at the Motion Picture Club Forums, held in the New York City home of the club during the past summer. The speakers, prominent in national life, are usually the leaders in their field. Their remarks are pertinent.)*

IN RADIO CITY there is an inspiration. The fact that at this time, particularly, when the men behind this project are going forward to build what gives every indication of being the most outstanding venture of its kind ever attempted, makes me feel very optimistic. It gives me a great deal of courage and I know that just as things have happened before, things are going to happen again. There is no change today from what there was any other time in the history of our industry. What has happened will happen again—what is happening now has happened before.

A lot of old timers in this audience, as I look around and remember—I remember the old days. Each transition of the industry from one phase to another brought about a sort of crisis, but the motion picture theatre is an institution that no storm in the world is ever going to knock down. It is going to find itself just as soon as everyone puts his shoulder to the wheel and co-operates. There is no use having any fear on that score. Of course, there must be a new method and you must learn from what has gone before.

I am sorry, indeed, to find such a tremendous amount of pessimism everywhere. Everyone tells you his troubles—as I sit in my office I get it 24 hours every single day and, you know, it breaks you down. If you are going to broadcast gloom, you are going to receive it and you never get very far in the darkness. It needs courage—unadulterated guts to get through.

WHEN SOMEONE does anything in his work you get immediate response. It may not be as tremendous or as big as it was

*(Continued on page "G")*



# The Government Looks at the Industry

THE MOTION-PICTURE INDUSTRY is one of the 326 industries into which manufacturing and producing establishments have been divided by the census of manufactures. The industry is said to have a capital investment around two billion dollars, but produces only .26 per cent of the total volume of goods manufactured in the United States. Yet the motion-picture industry assumes a position of unusual importance, because of—

- (1) The rapidity of its development.
- (2) The swiftness with which radical changes of a technical nature have taken place.
- (3) Its geographic concentration.
- (4) Its far-reaching influence upon social and economic standards and conduct.

For census purposes the motion-picture industry consists of but two divisions—production and distribution. The production division covers all processes and activities involved in the making of motion pictures. It includes the photography of scenes, the development of exposed films, the printing of projection films, and other studio and laboratory work required in the preparation of positive films for use. The distribution division, on the other hand, involves the renting of films to exhibitors, the physical distribution of the films, and the collection of due accounts. It also includes the outright sales of finished films and the sale of advertising and advertising materials. For the purposes of this study the two phases of the industry dealing with the exhibition of films and the facilitating services (which involve the sale, installation and servicing of theatre equipment as well as the financing and advertising services) have not been included.

THE INDUSTRY.—In 1929, the last year covered by the Census of Manufactures, the motion-picture industry included 142 establishments producing films valued, on a production cost basis, at \$184,102,419. These producing establishments, commonly known as studios, carried on their pay roll 19,639 people, of whom 37 were proprietors and firm members, 8,818 were salaried officers and employees (including actors) on the pay roll on or about December 14, 1929, and 10,784 were the average number of wage earners for the year. Of the total pay roll for the year, the salaried officers and employees received \$60,167,520, and the wage earners received \$24,860,092. Thus, salaries constituted 32.68 per cent of the total cost, the largest single item of expense; wages were 13.5 per cent of cost; and materials, fuel, and purchased electric energy amounted to 20.88 per cent of the total cost of production.

WHAT THE INDUSTRY PRODUCES.—As indicated in a preceding paragraph,

the motion-picture industry made in 1929 products whose cost value amounted to \$184,102,419. Of this amount, \$128,496,710 consisted of negative films, the remainder comprising unfinished productions, the development of positive films, receipts for laboratory work done for others, receipts for use of studio facilities, and other work done for others. No less than 92.39 per cent of the value of all negative films was in theatrical pictures (both feature pictures and short subjects), in which but 13.06 per cent was in silent pictures, the bulk of the production being in sound and dialogue pictures.

According to authorities on the subject, the trend since 1929 has been even more pronounced in the direction of sound pictures. It is estimated that during 1930, 99 per cent of all pictures produced were made in sound or were all-talking, while in January, 1931, not a single major studio was producing any feature silent picture.

GROWTH OF THE INDUSTRY.—Comparable and adequate statistics of the motion-picture industry were first gathered by the Bureau of the Census of the Department of Commerce through the census of manufactures in 1921 and every biennium thereafter. These figures show a constant and steady increase in the volume of production, although no appreciable change is to be noted in the total number of studios or plants except for the year 1923, which seemed to be contrary to the trend. This indicates a decided tendency toward larger scale of operation. While the average production per studio in 1927 was \$946,080, it jumped in 1929 to \$1,296,498.

TECHNICAL DEVELOPMENTS.—Probably the most significant development in the

production of motion pictures in recent years was the transition from silent to sound pictures. This change necessitated almost a complete readjustment of studios, as well as theatres. It also necessitated a new type of personnel to cope with the technical phases of sound mechanisms. Such engineering personnel came primarily from the radio broadcasting field. It further involved a considerable turnover in the personnel among the actors. Among other things, the coming of sound necessitated new equipment in the studios and new reproducing equipment in the theatres. Of the 21,993 theatres in the United States on January 1, 1931, 13,128, or approximately 60 per cent, were wired and equipped for sound. Of the better types of theatres, however, it is claimed that fully 83 per cent were equipped for sound in the beginning of 1931.

The second important change was the introduction of color cinematography, which was used primarily in 1928 and 1929 in order to combine sound with color, especially for the production of musical comedies which seemed to be so popular at the time. A third development that might be mentioned in passing is in the acoustical treatment, both in the studios and the theatres. It may be said that the success of sound projection in the theatre depends to no small degree on the auditorium acoustics.

Changes have by no means reached their climax. The use of wide films has already been given careful consideration. While a number of films of varying widths have been found to possess distinctive merits, the standards committee of the Society of Motion Picture Engineers is of the opinion that a film having a width of 50 millimeters (instead of the present size film of 35 millimeters) is wide enough to produce a picture

**Thanks to a bulletin prepared under the general supervision of Robert J. McFall, chief statistician for distribution, YOUR THEATRE is privileged to present parts of some sidelights on this industry compiled following the first nation-wide Census of Distribution, part of the Fifteenth Decennial Census of the United States. The original report on DISTRIBUTION OF MOTION PICTURE FILMS is by Theodore N. Beckman, Ph. D. Credit is given to C. J. North and N. D. Golden, chief and assistant chief, of the motion-picture division of the Bureau of Foreign and Domestic Commerce.**



satisfactorily on the widest screen available in the majority of the theatres. There are, also, still in the offing experiments in the third-dimension projections which aim to give depth to objects so as to make them real, and further experiments in television which might make possible the direct reproduction in a number of theatres of plays actually enacted on some distant stage, or the simultaneous reproduction in a number of exhibiting places of a master print.

**CONCENTRATION OF PRODUCTION.**—One of the unusual features of the motion-picture industry is the extreme concentration of the studios in the State of California. Of the 142 plants covered by the census, 58 are in California, but these plants account for 70.28 per cent of the total annual output in the United States. New York State is next in importance, with 30 plants, producing 23.83 per cent of the value of all the products of the industry. The States of California and New York together account for 94.11 per cent of all production, the remainder being scattered throughout the United States.

**WHERE THE MARKET LIES.**—While the production of motion pictures is highly concentrated, the market for the products of the industry is widespread and scattered throughout the world. The market for theatrical and news films, for example, consists of all exhibiting theatres in the United States and in foreign countries, of which there were in 1929, 57,743, distributed as follows:

United States .....	20,500
Europe .....	27,379
Latin America .....	3,981
Far East .....	3,976
Canada .....	1,100
Africa .....	755
Near East .....	52

Furthermore, the theatres in the United States were distributed throughout the 48 states and the District of Columbia, with no special tendency toward any high degree of concentration.

**DISTRIBUTION A VITAL PROBLEM.**—Because of the concentration of production on the one hand, and the wide market for motion pictures on the other, the problem of distribution in the industry is indeed a vital one. It involves an organization carefully branched out in order to reach economically all parts of the market, and to give each territory the necessary cultivation. Again, there is a difference in the dealings with each type of exhibitor. Theatres may be divided for such purposes into large chains, small chains, individual first-run houses, and small theatres, each requiring separate treatment. Furthermore, some of the theatre chains are owned by producers, while other theatres are not integrated with either the production or distribution phases of the business. The distribution problem is further complicated by the fact that motion pictures, unlike

**The 1929 report indicates that 142 establishments produced films valued, on production cost basis, \$184,102,419.**

**The motion picture industry, the bulletin says, assumed a position of unusual importance because of the rapidity of its development, the swiftness with which radical changes of a technical nature have taken place, its geographic concentration and its far-reaching influence on social and economic standards and conduct.**

other commodities, are seldom sold, nor are they in reality leased or rented, although the term "rental" is used. What actually happens is that the distributor or producer who holds the copyright to a picture grants the exhibitor a license which gives him the right to show the picture and supplies him with the positive print in order that the right may be exercised by the licensee. Such right is normally confined to a certain location and to a certain specified time. Income from rentals exceeded 95 per cent of the total, as shown in following table.

**DISTRIBUTION** of a film must be effected promptly. It is said that fully 50 per cent of the receipts from most feature pictures are collected within 90 days from the date they have been released for distribution. The public seems to be more eager to see a picture immediately after its release than at a later date. Effective planning for distribution thus becomes a prime prerequisite.

**SOME MOTION-PICTURE FILMS** are no doubt sold or rented directly from the producing studios, especially to the larger theatre chains, for which no distribution census reports were required. The bulk of the production of the industry, however, is being distributed through various wholesale organizations, known and to be designated hereinafter as exchanges. The exchanges may be owned by the producing companies or may be operated as independent distributing establishments. Either of these two types may be operated as individual units but more often form a part of a chain organization.

For the purposes of the census of distribution, a separate report was required for each establishment or exchange engaged in the distribution of motion-picture films, so long as such establishment had a separate physical existence from that of the studio or studios whose products it distributed. It is probable that a number of the small independent exchanges were not canvassed, because they maintain no established place of business or were not in operation when the census was taken, and partly because they also engaged in studio work at the same place or were concerned entirely with industrial and advertising films. In other instances some of the exchanges were difficult to locate because of their extremely small size of business and intermittent operations. On the whole, it is believed that the figures represent as complete a coverage of the field as is normally possible to secure.

**ALL TOGETHER**, 540 such exchanges were in business at the end of 1929, reporting total income from rentals and sales of motion picture films (including sales of advertising) for the year of \$220,740,675.

This income or volume of business was made up of the items shown in the table below.

**ANALYSIS OF BUSINESS BY COMMODITIES AND TYPE OF INCOME**

Type of Income	Amount	Per Cent
Total volume .....	\$220,740,675	.....
Reported by commodities ..	220,316,629	100.00
Commodity coverage (per cent of total) .....	99.81	100.00
Film rentals .....	209,512,207	95.10
Exposed-film sales .....	1,038,817	.47
Sales of advertising .....	5,553,917	2.52
All other sales .....	4,211,688	1.91

**DOMESTIC AND FOREIGN MARKETS.**—Of the total volume of business reported by the exchanges, the exchanges dealing primarily with the domestic market reported 96.9 per cent. The balance consists of exports by exchanges specializing in supplying foreign countries with motion-picture films, and does not include exports of films made by exchanges that operated primarily in the domestic market. The above figures do not include exports of films made directly from the producing studios without going through any exchange in this country. When the last two items are included, the declared value of the exports of films during 1929 amounted to \$7,622,316, consisting of 273,772,283 linear feet of positive film valued at \$6,501,714, and 8,443,197 feet of negative motion pictures valued at \$1,120,602. The geographic distribution of these exports by major divisions and the respective amounts absorbed are shown in the table below:

**DECLARED VALUE OF EXPORTS OF FILMS IN 1929**

Geographic Division	Amount	Per Cent
Total .....	\$7,622,316	100.0
Europe .....	3,341,435	43.8
Latin America .....	1,926,551	25.3
Far East .....	1,388,983	18.2
Canada .....	690,595	9.1
South Africa .....	130,394	1.7
Other countries .....	144,358	1.9

**SOME HIGH LIGHTS.**—Of the 540 exchanges covered in the canvass, seven exchanges submitted inadequate data, hence they were not included in the various analyses in this study. One of the seven exchanges was located in Pueblo, Colo., and the other six in Philadelphia. Together, the seven exchanges reported a net volume of business of \$135,329.

To accomplish the distribution task and to perform all necessary functions incident thereto, the 533 exchanges employed 9,342 people, paying them \$17,978,258 in salaries and wages. They incurred a total expense of \$34,639,281, and carried at the end of the year a stock of goods costing \$3,275,061.

**SUMMARY OF WHOLESALE DISTRIBUTION OF MOTION-PICTURE FILMS**

Number of exchanges .....	533
Volume of business .....	\$220,605,346
Total employees .....	9,342

(Continued on page "G")



# Not Quite Correct, Mr. Harrison

says

Eric M. Knight

A POWER IN FILM LAND whose opinion is considered profound where matters financial are concerned, predicts a bad season for Hollywood in 1932-33. The general opinion I will not argue. I am only interested in the man's reasons. He bases his prediction upon the dire discovery that the plot of nearly every forthcoming film for next year deals with an abnormal character.

I CAN ONLY ADVISE HOLLYWOOD to pay no attention whatever to anything the forecaster says, for his argument is based on a false premise. I am eternally tired of hearing the misbelief expressed that we want—or ever did want—stories of normal people doing normal things. In the first place, no one is interested in normality—if it were so, you could turn to the front page of this paper and read on our right-hand column:

"John William Bibtucker, 42, bookkeeper in one of our larger department stores in town, went to the neighborhood movie theatre last night with his wife, Annie Bibtucker, 38, and his two children, Marcelle and John William, Jr. Mrs. Bibtucker wished to go downtown to a first-run house, but Mr. Bibtucker declared he was too tired to make the trolley trip, inasmuch as he makes it twice daily for six days a week. On the way home Mr. Bibtucker bought the children ice cream cones at Wortenworther's cigar, candy and news store on the corner, and then went home, where he took off his shoes and read the evening paper for 20 minutes before he went to bed. And very tired he was, too, he declared, in a special interview granted to a representative of this paper."

NOW THAT IS NORMALITY and don't quibble about it. Any any one who thinks the world is all adither to hear about that is little short of weak-minded.

Without maligning the blessedness of normality for a moment, I call attention to the fact that our front page (which is yet unborn as I write this) without doubt, will deal with grave doings abroad, troubles of

State in Washington, veterans who won't go home to normal lives, persons killed in automobile crashes, and people who shoot each other. You will read of whatever riots, fires, earthquakes, catastrophes, suicides, deaths, murders occur. Your front page is the drama of the day—and so always that front page is a catalogue of the abnormal, even on such a daily journal as this, where the more horripilantous news is subordinated to the important.

FICTION AND DRAMA are very much the same. And if Hollywood is wise it will not be ashamed to stand on its program and refrain from depicting life as it is most of the time. For if it does it will play to empty houses.

Besides, it is all in the way the story is told. The gentleman protests because the screen is to do Hemingway's "The Sun Also Rises." He thinks Hemingway's people are not exactly nice people. Yet I don't see what this has got to do with drama or fiction. They are not normal, those people. Neither are Faulkner's people at all nice, nor Ludwig Lewisohn's, nor Dickens'.

IF WE GO BACK IN DRAMA we have abnormality reflected so consistently that one searches in vain for a "nice person" in the sense of everyday standards. In Greek drama Lysistrata was a sex-meddling suffragette, and Clytemnestra a husband-slayer. Orestes killed his mother, Elektra was a mad wench full of nothing but hate, while Oedipus would only be admitted into the very best circles of society these days. In fact, I can't think of one character in Greek drama who would classify as exactly nice.

Turning to English playwriting, we find King Lear a maniac. Hamlet just as loony, and all the rest of the characters of note so busy stabbing, poisoning, assassinating, dying and tongue-lashing one another that there isn't a one who'd be allowed to live on a decent residential block in this city.

DOWN THROUGH THE SHERIDAN ERA more than half the characters in

drama were unbalanced or weak-minded; into the new era of Ibsen we find half the people mad or going mad; in American drama Eugene O'Neill writes of prostitutes, braggarts, psychopathic cases and malicious murderers; Continental drama runs from murder or worse in its heavier moments to Chaucerian sex mix-ups in its merrier ones. As for Russian drama, its penchant for cataloguing all the crime, misery and sin that is presentable is well known.

TURN WHERE YOU WILL in serious drama the answer is the same. Cyrano was a bombastic braggart to be pitied, Hedda Gabbler a morose subject for a nerve specialist, Hilda Wangel quite dippy, Mrs. Alving of "Ghosts" more than touched, and John Gabriel Bjorkmann just plain mad. Nina Leeds was a Freudian mess, Christine and Lavinia Mannon both dainty little murderesses, Giovanni in "Paolo and Francesca" quite nutty, Smerdjikov Karamazov only worse than his brothers because he was an epileptic in the bargain, and neither Trigorin of the "Seagull," nor Uncle Vanya, a great deal better than the abnormal—or subnormal—Simon Legree.

Linda of "Holiday," was either mad or the sanest person ever presented on the stage; Captain Boyle and Juno, of "The Paycock," both more than slightly cracked, no one in Berkeley Square could take a prize for sanity, while the elder Barrett, of Wimpole Street, had unmentionable foibles, Richard III was potty, Dr. Faustus quite insane, Gruysinskaya somewhat of a half-wit, Kringelein quite unbalanced and Volpone a liar, miser, cheat and profligate.

WEAK-WILLED FOOLS, braggarts, madmen, murderers, half-wits, poisoners, and maniacs have ever been the center of drama. Fiction likewise dwells on the abnormal for its thesis—since our late war our hero nearly always is one with afflicted nervous system. As for opera, I will not again list the bloody slaughtering, dueling, torturing, murdering and thunderbolt-hurling that goes on through "Aida," the Ring, and other popular musical offerings up to this date of "Wozzeck"—in which a madman spilled blood aplenty after various misbehaviors of a trollop of a wife.

NOR, LOOKING BACK over our best films have I any reason to believe that depiction of normality has anything to do with success on the screen. In fact, I come to the conclusion that we again follow, without exception, the rule of depicting the abnormal. Dr. Caligari was raving mad and the whole film dealt with his madness. The best Russian films deal with cruelty, mob violence, murder and death—from "Potemkin" to "Storm Over Asia."

(Continued on page "H")

**The motion picture editor of the Philadelphia "Public Ledger" argues that audiences are ever more interested in madmen, murderers, liars, cheats, braggarts and bombasts. He begs to differ with P. S. Harrison, who, in the July YOUR THEATRE, predicted disaster unless types of stories were changed.**



*... checked by the*  
*U. S. Government and*  
*found accurate*



**\* FINAL RESULTS**

Percentage of National Volume  
of Motion Picture Rentals

ALBANY . . . .	1.73%
BUFFALO . . . .	2.87%
NEW YORK . . .	16.34%
PHILADELPHIA .	7.92%
WASHINGTON .	3.09%
<hr/>	
<b>GRAND TOTAL .</b>	<b>31.95%</b>

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\* Results of the Federal Investigation made by the U. S. Department of Commerce



## TWO MORE PEN SKETCHES

BY  
LOUIS NIZER

**A** SIX FOOT, powerful body, majestically topped by a severe head. Bleak, thin hair so outlined on a high forehead as to give the faint suggestion of horns. Heavy eyebrows which begin with a frown near the nose and arch into a querulous smile near the temples. Fiery, shrewd eyes, almost frightening in their penetration. Full, well-shaped lips which offer a compromise of kindness between the firmly terrifying chin and the inquiring nostrils. A face marked with strength. And yet behind his forbidding austerity and power lie even greater generosity, kindness and considerate understanding.



SIDNEY R. KENT

BORN IN LINCOLN, Nebraska, 45 years ago. At age of 14 stoked boilers for \$5 a week. Became salesman for American Drug Syndicate. Within three months his driving power propelled him into position of assistant sales manager, and then, as assistant to president, was in charge of concern.

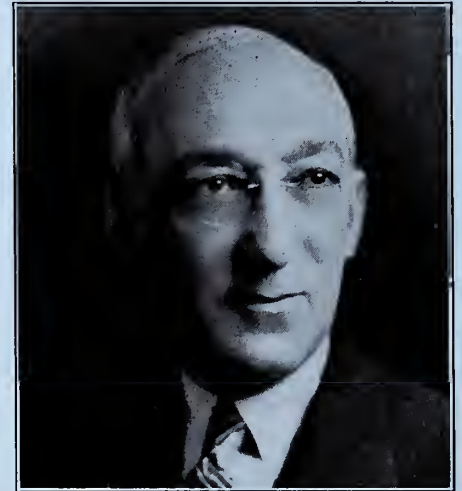
LURED BY ADVENTURE offered to a pioneer in a new impenetrable industry, he cast his lot with the old Vitagraph Company. When the General Film Company was buried under the funereal auspices of the Sherman Anti-Trust Law, he was called in to supervise the remains. Then he approached Adolph Zukor and offered to work for nothing until his worth was proved. This acceptance to pay him his value cost Paramount a half a million dollars annual salary. His dynamic aggressiveness and superb ability gained him promotions of distribution representative of exchanges, western division manager, general sales manager, general manager and then director and vice-president of Paramount-Publix Corporation. His rise and recent appointment to presidency of Fox Film Corporation is triumph for sheer merit, unadulterated by circumstance or chance.

ORIGINATOR of distribution systems. His greatest hobby is developing man power and therefore organization. His nerve energy (mistaken for nervousness) oozes into his subordinates. They are driven by the psychological force of his personality. He is loved by his employees. Their loyalty is the mirrored reflection of his capabilities. He imparts to all around him an inspiring fervor for accomplishment—the highest quality of a great executive.

READS ALL BUSINESS and system magazines. Combines book knowledge with originality of a versatile brain and applies results in his campaigns. Avaricious reader of biographies of successful men. Fascinated by his work—from early morning to late in the evening. Frequently fights out problems with himself over night. Has had only 14 days vacation in 15 years. Plays golf and bridge. Addict of football and prize fighting because they require physical strength, alertness and hard hitting. Director of Madison Square Garden Corporation. Member of Motion Picture Club of New York, Boca

(Continued on page "H")

**A** WIRY, WELL-POISED TYRO of 54. Heavy eyebrows. Blazing eyes made less aggressive by lazy eyelids. Curved mischievous nose. Amiable thin lips. Lines from nose form parentheses around them. Heavy firm chin upon which could be written a lifetime of struggle. A Georgian who was born on Rivington Street, New York City. Became theatrical manager while in primary school. Roped off space on bank of East River and sold playmates privilege of watching Hell Gate blasted. Drove laundry wagon. Became tobacco salesman. Young impresario. With Charles Whitaker, of Stair & Haviland Circuit, produced "Not Guilty," "The Jolly Baron," "Cripple Creek" and "Missouri Outlaw," with Jesse James. Paradoxically, his first step to financial independence was "Her First False Step." While others wrote about Dixie, he went there to receive its honey. Developed theatres in Norfolk, Richmond, Atlanta, Birmingham, Memphis, Nashville, New Orleans, Chattanooga and Knoxville. His melodrama brought forth such stars as Dorothy Dalton, Harry Carey and Lew Cody.



EDWARD A. SCHILLER

IN 1916 BECAME MANAGER of Loew's Southern circuit. Important factor in expansion of circuit and its policies. His advice is engraved in the very pillars of the Loew organization. Has knowledge of show business from broom to booth. Rose to vice-presidency on accomplishments founded on thorough training and knowledge. Married Ella Garcia, who crowned her gifts with the presentation of Elizabeth Schiller Akins, whose two sons, Edward and Robert, add extra sunshine to Atlanta. His affection is bestowed in abundant quantities upon his wife, daughter and grandchildren.

FOOTBALL ENTHUSIAST. Roots for Georgia against Yale and N. Y. U. Achieves ecstasy, however, when fishing. Spends vacation in Florida hooking tarpons. So fanatical about this sport, he endeavors to convert golf players to the rod and reel. Only reading box-office reports in black ink gives him greater thrill.

CONSCIENTIOUS in his work. Fidgety about small details. His popularity transcends his fiery temper, swearing and plain speech. Kindliness and lovable directness endear him to associates, employees and friends. Dual personality—in business and on social occasions. Both Dr. Jekylls. Loves to travel. Has done so extensively through England, France, Italy, Belgium, Holland and South Africa. Walks long distances. Moderate smoker. Doesn't drink. Director of Motion Picture Club. Favorite reading is trade journals of industry because it contacts him with his own work during hours he pretends to avoid it.

POSSESSES a dynamic kind of placidity, like peaceful

(Continued on page "H")

**Sidney R. Kent and Edward A. Schiller are held up for attention. Once again The Motion Picture Club Bulletin is credited.**



## The Government Looks at the Industry

(Continued from page "C")

Salaries and wages .....	\$17,978,258
Total expenses .....	34,639,281
Stocks on hand .....	3,275,061

### How They Stand

The Government discussion of distribution is based on the following chart which Federal investigators compiled as a result of the 1929 check-up:

City	Number of Exchanges		Volume of Business Amount	Per Cent of Total	Rank in Volume
	Producers	Independent			
U. S. TOTAL	444	75	\$213,761,509	100.00	..
Albany .....	13	..	3,689,872	1.73	23
Atlanta .....	15	1	5,437,676	2.54	14
Boston .....	13	10	13,282,553	6.21	4
Buffalo .....	14	..	6,127,076	2.87	11
Charlotte .....	13	1	2,718,286	1.27	28
Chicago .....	16	5	14,962,297	7.00	3
Cincinnati .....	12	..	5,434,981	2.54	15
Cleveland .....	13	..	7,105,025	3.32	8
Dallas .....	15	..	5,891,723	2.76	12
Denver .....	15	2	3,237,642	1.51	24
Des Moines .....	10	..	2,475,942	1.16	29
Detroit .....	14	3	9,012,805	4.22	6
Indianapolis .....	14	1	4,891,594	2.29	17
Jacksonville .....	3	..	800,154	.37	32
Kansas City .....	14	..	5,683,495	2.66	13
Los Angeles .....	17	2	9,299,892	4.35	5
Memphis .....	8	..	1,482,016	.69	31
Milwaukee .....	13	3	4,341,245	2.03	18
Minneapolis .....	15	4	5,034,604	2.36	16
New Haven .....	12	..	4,019,735	1.88	21
New Orleans .....	14	1	2,908,506	1.36	27
New York .....	20	24	34,920,055	16.34	1
Oklahoma City .....	14	..	3,818,097	1.79	22
Omaha .....	13	3	3,021,606	1.41	25
Philadelphia .....	15	4	16,925,107	7.92	2
Pittsburgh .....	14	1	8,171,672	3.82	7
Portland .....	9	1	1,959,268	.92	30
San Francisco .....	15	2	6,756,665	3.16	9
St. Louis .....	14	..	4,075,725	1.91	19
Salt Lake City .....	14	1	2,970,957	1.39	26
Seattle .....	15	..	4,039,746	1.89	20
Washington, D. C. .....	14	..	6,609,666	3.09	10
All other cities .....	14	6	2,655,826	1.24	..

\*Does not include six exchanges with business of \$128,253 which were omitted because of inadequate data.

### Too Much Pessimism

(Continued from page "A")

yesterday when things were fine, but you get a response—you cannot help it. No man ever delivered a knock-out punch by pulling it, and I do hope that in the future, when things are again in a normal state, we will not forget to build an institution—to have the people come to the theatre to see the show rather than have them come to see the show at the theatre.

WHATEVER SUCCESS we have had in the handling of our different units, we have always tried to build an institution. That has come through a source of great study and application. I do not presume any of you know the many, many hours during the week, especially in trying periods that I used to sit so that I could face the audience and study the reaction of the people, and I have come to the conclusion, gentlemen, that the mass is never wrong—they are always right, and instead of pandering we ought to cater, because if you pander you are going to reap the reward of that old saying, "familiarity breeds contempt." Cater, yes, but pander, never. You must have idealism—you must establish an institution. When you do that, and do not get excited when prosperity does come, and overload yourself to a point where the body will never stand the grind, you cannot help but have your measure of success.

I COULD GO ON TALKING for hours along this line, but I am not going to. I am going to ask you to ask questions. I will be glad to answer, but I reserve the right to tell you if I do not feel I should answer, because if you ask an embarrassing question, I cannot answer. You understand, I am playing with a huge group. I am primarily a showman—I am not a financier. I know very little about finance, thank God, and what my job is to breathe a soul into a mountain of masonry, brick and cement. I know we are going to be successful. I never felt so optimistic in my life as I am this minute about the tremendous success of the enterprise we are going forth with. I know with the great experience that we have had that nothing but success looms up—just how we are going to do it, I do not know. I do know definitely about one unit. We are going through and if we fail, we will fail with our boots on.

### Q. DO YOU BELIEVE THAT THE MOTION PICTURE HAS A FUTURE INDEPENDENT OF STAGE PRESENTATIONS?

A. Yes, decidedly so. Nothing could be truer than to tell you pictures are talking for themselves. I honestly believe and hope the time will come when you won't have to have so-called "added attractions" to the motion picture. I believe all the attraction necessary to a motion picture today, provided the scheme of things will permit, is to have everything complement your feature picture with a program of shorts, and by doing that you can cut the overhead down and make a profit—a very handsome profit. I believe it is one of the questions of the industry today. I firmly believe tomorrow it will not be necessary to have so-called presentations with motion pictures.

### Q. WHAT IS YOUR OPINION WITH REFERENCE TO TELEVISION AS IT APPLIES TO MOTION PICTURE HOUSES?

A. Television is not here yet. I do not think I would worry very much about television, but when it does come the thing to do is to play short stuff. I do not think that anything that tends toward progress is a hindrance. I know when radio first came to us everybody thought I was crazy; but, you see, we hitched it to our wagon against opposition of the board of directors and everybody else in the show business, with the result that it is probably the greatest force today for exploitation and the creation of good will there is in the world. I do not know any other force half so potent as radio, and I think whatever success we have had we can lay very much to the use of radio in conjunction with our work.

### Q. WHAT, IN YOUR OPINION, IS THE FUTURE OF A GREAT NUMBER OF THE LARGE THEATRES THAT WERE BUILT THROUGHOUT THE COUNTRY IN THE LARGER CITIES WITH THE IDEA OF PRESENTING THE PICTURES WITH A STAGE PROGRAM, AND THE LARGE OVERHEAD THAT YOU JUST REFERRED TO—WHAT IS THE FUTURE OF THOSE THEATRES SINCE THEY MUST ATTRACT LARGE NUMBERS OF PEOPLE AND THEY ARE BUILT ON THE BASIS OF HAVING TO HAVE STAGE ATTRACTIONS?

A. Well, that is a good question—a very difficult one to answer. In spite of the fact that there are so many theatres today, large theatres which is the result of prosperity, an attempt to get a lot of power—there again it was a condition just like a small

boy who grew up too quickly—the large theatres in this country really are responsible for the advance of the film industry. Without them you never could have what you have today; but at the same time, as long as they are here, I am a great believer in the fact that if you can purvey entertainment in quality and quantity, at a price that will meet the demand or the condition, that you will be successful. I think, perhaps, that that is coming in a different way for the time being. I can see very clearly now that, perhaps, a huge producing company will take a great many of these theatres and produce an excellent performance that can be sent around the country. I do not know whether that would be practical, but it appears to me a solution of that problem. It is very difficult to say what can be done. It depends upon the condition and size of the house and location, but I still think that when this industry gets into swing again and we get adjusted to our conditions and to what we can do, you will find the country is not overseated. What we have to do now is to bring the people back into the theatre. We have got to bring them back and that is our problem. Just how we are going to do it cannot be discussed in an open forum like this. I think my time is up. Thank you very much.

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## Not Quite Correct, Mr. Harrison

(Continued from page "D")

OUR BEST HOLLYWOOD FILMS are no less studies of the abnormal. In "White Shadows," the broken-down doctor is murdered in the finish by a bully pearl-trader; "Tabu's" priest calmly watches the native hero drown to death; "Cimarron's" hero, a wife-deserter and irresponsible thrill-seeker, dies in filth in the old fields; the hero of "Sunrise" spent half the film contemplating the murder of his wife by drowning; the best characters in "Outward Bound" were a drunkard and two youngsters who had committed suicide; the extremely beautiful Von Sternberg films have yet to depict Marlene Dietrich as otherwise than what is politely known as a "fallen woman"; Charlie Chaplin ever depicts a tramp who doesn't work for a living as does a decent member of society; "The Guardsman" is entirely concerned with suspected sex misdoings of the leading female character, and the famous Cagney-Robinson films were just one glorious welter of bootlegging, woman-punching and rubbing out.

THE TRUTH OF THE MATTER is that we are no more interested in the normal character than we are in the Einstein theory. When we go to the theatre we want to leave normality and realism behind us. We pay our admission, and in doing so we say in effect: "Now, go ahead and tell me a story. I have come from normality—I have just left a whole day of it which concerns itself with signing letters, earning salaries, paying the interest on the mortgage. Give me surcease!"

And so the playwright, knowing what we want, takes us away from this world. He shows us a world in which people do outrageous and magnificent things, a world of daring deeds and bitter strife, a world in which men overcome terrific difficulties and women match force with wit and skill.

## Wide Range Recording

Western Electric introduces a new development in talking picture recording and reproducing that should interest exhibitors.

WIDE RANGE RECORDING AND REPRODUCING, newest and most advanced development in talking picture recording and reproducing, has been formally announced by Electrical Research Products.

WIDE RANGE accomplishes what scientists and engineers have been striving for for a considerable time, namely, an extension of the frequency and volume ranges of sound that can be recorded and reproduced. With the Wide Range system the frequency range is extended to cover from as low as 40 to as high as 8,000 cycles.

THE CHIEF CLAIMS made for the resulting sound are a quality never hitherto reproduced, greater naturalness, intimacy, an easier intelligibility of dialogue and a more thrilling effect of great volume free from any distortion. With Wide Range it is possible to record and reproduce the extreme soft sounds of whispered conversation or the individual instruments of an orchestra together with the heaviest passages that were formerly precluded by the limitations of existing recording and reproducing systems.

WIDE RANGE has been made possible by a refinement of recording and reproducing apparatus. The chief change in the latter lies in the introduction of a new high frequency loud speaker unit capable of reproducing even beyond the limits of audibility. Certain other modifications in the reproducing system are also involved. A recent demonstration indicated the advantages of Wide Range reproduction will become even more pronounced, after motion picture studios have completed the installation of equipment for Wide Range recording. Equipment for modifying a studio recording channel for Wide Range involves no major changes except the substitution of the moving coil microphone for the present condenser type microphone and the addition of simple electrical networks. High quality monitoring is also necessary.

WIDE RANGE originated with the series of developments by engineers and scientists of the Bell System, notably the Bell Telephone Laboratories and latterly Electrical Research Products, that began with the introduction of the Western Electric sound system. It is a natural evolution of Noiseless Recording, first announced early in 1931, which succeeded in eliminating surface and extraneous noises from talking pictures. In combination with Noiseless Recording, Wide Range represents in both recording and reproduction the furthest advance that has been made to date in the development of natural, high quality sound.

## Pen Sketches

KENT

(Continued from page "F")

Ratoch in Florida and Seaview Club in New Jersey. Wears fastidious, conservative clothes in blue, gray and brown ensembles, double breasted. Avoids flare and bright colors. Advises men who have only a dime to buy "a cup of coffee and a shine." Shaves twice a day.

VERY JEALOUS OF HIS TIME. Punctilious about appointments. Listens even to office boy for an idea, but appreciates fully role of generalissimo. Applies himself to broad programs. Assigns details to others. His confidence once obtained he is trusting and loyal to a fault. Smokes cigarettes constantly. Drinks rarely. Swears for emphasis, not by habit. Picturesque expressions and infrequency of cursing add double emphasis. Depends on homely phrases and similes to gain effect. Refers to successful pictures as "wheat in the bin."

ELECTRIFYING SPEAKER. Combines frankness, extraordinary sincerity and sound thinking with emotional appeal to obtain explosive effect. Speaks in well-carrying baritone voice charged with emotion. Experts on coast call him "best actor on the lot." His addresses at conventions creates sufficient enthusiasm to last an entire year. Makes up for infrequent laughter by loud, hearty chuckle with infectious quality. Eyes narrow in concentration when he becomes intense. Cloud or sunshine in his face indicates his reaction before he speaks. Has nervous habit of shooting cuffs and fingering tie and tipping back in chair. Doesn't believe in luck. Not superstitious.

DOESN'T HESITATE TO CONSULT DOCTOR. Likes to talk about operations, his and others'. Watches diet and health carefully. His reservoir of affection expends itself upon his very attractive, bright, 16-year-old daughter, Peggy, and his charming wife.

HIS SENSE OF FAIRNESS transcends all other considerations in business deals. In making contracts focuses his eye on full performance not possible evasion.

EXHIBITORS AND DISTRIBUTORS recognize his integrity and make him ambassador of good will within industry. He accepts and performs his plenipotentiary power knowing that he serves his company when he serves the industry. The statesman of executives. The general of salesmen. The arbitrator of disputants.

HIS NAME, a by-word in the industry, is always accompanied with adorning superlatives. Unanimously revered and admired. The giant of a gigantic industry.

SCHILLER

(Continued from page "F")

looking volcano everyone knows will soon explode. Driven on to accomplishment by desire to excel. Restrained in triumph because of genuine modesty. Frank, outspoken without being offensive. Always on the offensive without being ruthless. A brilliant executive who has not forgotten to be human.

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Heard In

**ALBANY**  
Stone Gets On and Does a Wales

By Bill

IMPROVED BUSINESS CONDITIONS are reflected in the Albany district by the query of three men within one week about theatres to lease in the Albany district. . . . Secretary of the Albany Film Board of Trade is ready to put any owners of closed theatres in touch with these men. . . . Mrs. Harlan, owner of Harlan Memorial Hall, Essex, died recently. . . . Hall is operated as a picture house by the postmaster, Van Arnam. . . . J. M. McKenna, exhibitor of Millbrook and Pawling, paid a visit to Film Row recently. . . . "Bring 'Em Back Alive," after a week at the RKO Palace Theatre, Albany, was booked for a week at Warner's Ritz Theatre, the second instance in which this invariably first-run double-feature house has played second run after a rival producer. . . . C. Russell Halligan, RKO exchange manager in Albany, would not agree to a double feature program for "Bring 'Em Back Alive," so a Laurel and Hardy comedy was substituted. . . . J. C. Carpenter, exhibitor at Cobleskill and Sharon Springs, says the latter place is taking care of more summer visitors than it has in the past two years. . . . Ralph Pielow-Lou Sauber golf tournament continues every Saturday afternoon strenuously. . . . Ralph, MGM exchange manager in Albany, is so expert that while he says, "I only play on Saturdays," Sauber and Pete Dana, exchange manager and salesman of Universal, claim he takes lessons from pros on the other days.

ABE STONE, manager, Eagle, Albany neighborhood house, is being called the Prince of Wales by the film jokers. . . . Abe thought he would try horseback riding, and it was not long before the horse tossed him off as neatly as the horses do Albert Edward. . . . Vic Burns, former partner of Bob Yates, Palace, Troy, has taken over the Casino, Waterford, renovating the theatre. . . . Burns and Yates were formerly vaudeville actors. . . . Len Garvey, RKO salesman, says that he visited D. S. Cooke, Edmonton exhibitor, and saw a sign announcing Otto Gray's Oklahoma Cowboys as the current vaudeville attraction. . . . Len knew the cowboys were at the Albany RKO Palace at the time. . . . He spoke to Cooke about it. . . . Cooke, slow of speech, as usual, replied, "Is that sign still up?"

TOWN OF PINE PLAINS is building a new school to cost \$250,000. . . . And, because of this, movies will go out of the

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"It's Being Done" Is An Invincible



Allan Vincent, Matty Kemp, June Clyde and others are seen in "It's Being Done," from Invincible, and First Division releases. It's a tale of modern youth and parents.

town after September, because the town needs the theatre seats for school children until the new school is completed, and there is no other place to show pictures.

MRS. HARRY PAPAYANAKOS, wife of Rialto, Potsdam, exhibitor, bought some supposed Oriental rugs from a peddler for \$119. . . . When Harry heard the price he declared they could not be any good because they did not cost enough. (Att. film men.)

RALPH PIELOW-NATE SAUBER golf tournament, headed by the Albany MGM and Universal exchange managers, and Leon Herman, United Artists; Harry Alexander, Fox salesman, is on for four Saturday afternoons in August. . . . The other golfers want Pielow to give them a handicap. . . . Herman is pinch-hitting for Pete Dana, injured.

BOB YATES has quit the management of the Lake Theatre, Lake George, and gone to New York. . . . Mrs. Carpenter, Yates' mother-in-law, and her son will manage the theatre. . . . Harry Schriffen, MGM office manager, has gone to New Haven, Conn., his home town, for his vacation. . . . Ed Stuart, Stuart Theatre, Lakeville, Conn., is using vaudeville acts one day a week with his film program. . . . Alex Feltman has taken the Lincoln Theatre, Schenectady, formerly operated by Frank X. Shay.

MARGARETSVILLE, Roxbury and Fleischmanns in the Catskills, are inaugurating a new form of farm "relief." . . . Rivalry of the three towns for movie business has caused liberal billing on barns in the surrounding country, and the farmers benefit by charging the exhibitors for post-

Heard In

**SYRACUSE**  
Roxie Changes and Brogan Returns

By I. S.

ROXIE, EAST SYRACUSE, has been taken over by Joseph Fitzer, heretofore associated with his brother, Mitchell, in the operation of the Rivoli and Swan. . . . House had been dark for weeks. . . . Franklin H. Chase has returned from his 'steenth overseas jaunt and again is catching films for Hearst's "Journal-American."

PAT BROGAN, who, with James Roe, gave Syracuse its second film house, the old Theatorium, is back in the city after an absence of years, but will enter the manufacturing field rather than return to the film business. . . . Brogan's old partner now operates the Turn Hall Theatre.

ing their bills. . . . Frieder and Grossman, Playhouse, Hudson, did well with the Marcus Revue. . . . Star Theatre, Hudson, recently burned, is undergoing extensive repairs and having new equipment installed. . . . Ralph Pielow, MGM manager, and Mrs. Pielow and their son, are occupying a cottage on Saratoga Lake during the month of August. . . . Charles Johnston, Columbia manager, and his family are at Crystal Beach, near Buffalo, for their vacation, Johnston joining his family for week-ends. . . . Bill Raynor is making out well with World-Wide.



Heard In

## HUDSON COUNTY

Hinman Rides Around and  
Other Things

By Ike

WINDSOR K. HANCOCK, 20, who lost his usher job at the Warner Stanley not long ago, was killed by a train at Atlanta, Ga. . . . J. Frank Finn, Jersey City lawyer, purchased from a special master of the Chancery Court the movie theatre under construction in 20th Street, West New York. . . . This house was started about five years ago, but the depression hit it. . . . The purchaser said he would hire men and push the job to completion.

FRANK HINMAN is riding around in a new car. . . . While Morris Hatoff was on vacation, James Bell, his assistant, managed the State. . . . William Tuite is taking up violin lessons. . . . Buddy Saymon is well tanned. . . . Using the State Theatre band, Hatoff sent a street parade up the Boulevard to whoop it up for "Congorilla." . . . Running "Bring 'Em Back Alive" at the same time, Stanley put real wild animals in the lobby, borrowing them from a local zoo, and a pony track, with rides for the kids, on the mezzanine.

TONY WILLIAMS, manager of Bayonne DeWitt, won a New Jersey circuit Warner Brothers competition to determine the circuit's most aggressive theatre exec. . . . He has been in Bayonne two years. . . . Dick Libert and Ed Lowry played Brooklyn together recently. . . . George Dumond was a guest at Vic Bermann's party. . . . Arthur Mackie has become an amateur film-maker. . . . Al Lippe, from the home office, has replaced Big Jim Lundy as Loew's publicity man. . . . William Oscar spends his spare time gardening. . . . Frank Ward has many interesting stories of his cavalry days, chasing Pancho Villa in ol' Mexico. . . . Jim Cambridge has returned from a trip to Michigan. . . . Dave Friedlander received many compliments for his "Bring 'Em Back Alive" lobby display at the Stanley. . . . Josie Monte Carlo, Jack Dugan and Emmett Davis have returned from their vacations.

### Roy Returning

Andrew Roy, who opened the Syracuse Paramount for Publix in 1929, will return to the main stem with the reopening of the house late this month.

While billing in front of the theatre since it went dark in June has heralded a new policy, none is contemplated; straight films will prevail.

Prices are yet to be determined, but Publix executives are said to incline to the 35-50-cent scale in effect in the past, despite the fact that all main stem houses here cut to 25 and 35 cents for weekdays, and to 40 cents on Sundays some weeks ago.

### Motion Pictures Study

Kingston Federation of Women's Clubs, through Mrs. Fred Luther, its chairman on motion pictures, is arranging for a course of study and lectures on the subject for the coming season. Invitations have gone out to schools, churches and civic organizations generally to name representatives to serve on the committee.

## Passing of Al Kaufman Mourned

Albert P. Kaufman, 38, manager, Capitol Theatre, Rochester, and managing director of the Comerford chain in Western Central New York, died suddenly, July 26, of meningitis. He was widely known as a great showman and his death came as a shock to his friends throughout the country, many of them names prominent in the film industry.

Kaufman was born in Chicago and began work at the age of 11 as a skate boy in an amusement park. He learned the theatre business as an electrician and picture operator.

He leaves his widow, Kathryn Horter Kaufman; a brother, Joseph, of Chicago, and a sister, Mrs. Mae Kranz, of Los Angeles.

Leaders of the film world were among those who sent flowers and messages of condolence.

### Capitol, Rochester, Opens

Capitol Theatre, Rochester, which has been closed during the summer, is expected to open about the middle of August with Truman Brizee, former assistant manager. House has been redecorated and a new ventilating system installed.

### Little Legit Loses

Rockland County Theatre League, which enrolled an impressive list of organizations as supporters of summer plays in the Broadway, Nyack, and had motion picture theatre managers considerably worried, has not been very successful financially.

Exhibs do not care.

### Rochester Optimism

Definite optimistic sentiment for the fall outlook is expressed on the Rochester rialto for the first time in two years. Theatre managers are relating stories of pickups in retail and manufacturing fields and tying them in with their own business. Distinctly rosier feeling apparent among patrons and some of the early August pictures have been packing them in.

### Want Robbins Removed

Central New York Amusement Company, in an application to County Judge Abram Zoller, seeks to have Nathan Robbins removed from the Richmond Theatre, Herkimer.

Petitioners leased to Robbins, former head of the theatre chain which bore his name, the house October 19, 1931, at a monthly rental of \$525, payable the first of every month. The papers claimed that June 1, 1932, rent unpaid totaled \$1,325; that efforts to collect have failed and that possession of the premises has not been surrendered.

### Three Newburgh Houses Closed

New State Theatre, Newburgh (vaudeville and pictures) recently shut down until the latter part of August. This makes three of six houses closed, the others being the Cameo and Academy.

### Tiffany Optimistic

Bob Savini reports that "The Last Mile," according to Bill Saal, shapes up as one of the hits of the season. The California tryout of the picture was sensational, he avers. Rushes on "Those We Love," with a cast including Mary Astor, Kenneth McKenna, Lilyan Tashman, Jason Robards, Tommy Conlon, Harvey Clark, Bert Roach, Josephine Dunn, Connie O'Keefe, Hale Hamilton, J. Farrell MacDonald and others are splendid, Saal reports.

## "Big City Blues" Is a Warner Contribution



And Joan Blondell and Eric Linden are two of the more prominent players in the story.



## Heard In

**C**ROSSTOWN

Many Changes and Sherman Back

FRIEDMAN AND GINSBERG have the Gold, Brooklyn. . . . Vito Bianco has the New Ideal, Brooklyn, closed for a spell. . . . Joe Kahn is head of the Lane Theatre Company, Inc., which is operating the Park Lane, after plenty of litigation. . . . Springer and Cocalis now have the Bedford. . . . Park, South Plainfield, N. J., is now Pampino-directed. . . . James Poro has the Lindy, Lindenhurst, L. I.

GRACE THEATRE, Brooklyn, closed for a spell, will be reopened by a company headed by Benjamin Goldman. . . . While the Consolidated Forum is being altered, the Willis will be using its shows. . . . Among the closed houses are the Progress, Brooklyn; the Star, Cliffside, N. J., which reopens next month, and the Fort Lee, Fort Lee, N. J., which will be opened soon. . . . Dark also are the Cumberland, Brooklyn; the Folly, Brooklyn; Skouras Englewood, Englewood, N. J.

ST. MARKS THEATRE, closed for the summer, reopens in September. . . . Verona, Long Island City, is reported having charged a 5-cent admission. . . . Sandra Amusement Corporation, Irving Klein, president, has the National, Newark. . . . Lido, Brooklyn, is now an Odie Operating Corporation possession. . . . When the Roxy opens, it will be Skouras operated for Fox. . . . Closing of the Rialto was only a prelude to the debut of the Four Marx Brothers in "Horse Feathers."

AL SHERMAN is back from his vacation and will shortly announce production of the play he is writing with Ed Finney. . . . Hortense Schorr is vacationing, too. . . . Mac, Al Friedlander's secretary, will shortly go on hers. . . . First Division is expanding, incidentally.

WARNER BROTHERS' ILLUSTRATED MOVIE NEWS has gotten off to a good start what with Lou Goldberg and Myer Beck as editors. . . . Irving Landes and Sam Brown are now with Principal. . . . Charlie Gould is selling for that company. . . . John Weber is now Majestic sales manager under Herman Gluckman. . . . Harry Marx is managing the Palace. . . . Herman Whitman has shifted. . . . Home offices are now located in 1619 Broadway, that is, for Majestic Pictures. . . . Ed Selzer, at Warners, is a daddy for the second time. . . . And making a success of it, too. . . . Return of Bill Raynor to the business as branch manager at Albany was received with interest by his local friends.

### Dewitt, Syracuse, Sex

Dewitt Theatre, Syracuse, leased by the Skouras-controlled Central New York Theatres Corporation more than a month ago, and dark since the spring flop of the Sanford Skinner stock venture, reopened with a "woman only" engagement of the old Continental-made Garbo film.

### Charters

Columnist Newsreel Corporation of Manhattan. To produce motion pictures, newsreels and distribute and exploit the same entertainment.

### Utica Case Heard

Walter A. Reardon, Utica, has carried his case against the Olympic Theatre Corporation to the Court of Appeals.

Appellate Division recently reversed a judgment given in Supreme Court in favor of Reardon. The action involves the sum of \$1,500 made to the corporation. The case was tried in Utica in 1930 and 1931 and each time Reardon was given a verdict.

Defendants, members of the corporation, contend they gave Reardon \$1,500 worth of stock in the theatre as security for a loan on condition that he either keep the stock or demand the return of his money within a year. They claim he did not ask for a refund until after three years.

## Heard In

**44**TH STREET

Paramount Announces Some Promotions

RICHARD MANGAN is now assistant booker in Earle Sweigert's New Jersey Paramount exchange, succeeding Guy Woods, resigned. . . . Opening of Arthur Greenblatt's and Dave Rosengarten's Invincible exchange saw a host of exhibitors and film men wishing him well. . . . "Isle of Paradise" is his first picture. . . . First Division reports plenty of booking on "Monte Carlo Madness" and "The Ringer," as well as plenty of time for the Monogram product. . . . They report Charley Ray in "The Wayne Murder Case," a Monogram picture.

THINGS TO BE THANKFUL FOR: Phil Meyer, for a show like Columbia's "American Madness"; Eddie Schnitzer for "The Last Mile" and "The Man Called Back," from World Wide; the Metroites, for "Strange Interlude," which those who have seen are raving over; Harry H. Buxbaum

## Heard In

**B**INGHAMTON

Kornblite May Get Into Johnson City

By Dor

SOME TALK that Ned Kornblite, formerly connected with old Binghamton Theatre outfit, will take over Johnson City Goodwill. . . . Kornblite says no, but it looks like yes. . . . Kornblite is the showman who grabbed off a couple of Cortland houses a while back. . . . Best picture of the past month was "Bring 'Em Back Alive," which showed at Fred Perry's Capitol. . . . In tie-up with "The Binghamton Sun," Manager Perry arranged to show "Skyscraper Souls" following story in "The Sun," which will run in serial form.

BINGHAMTON Civic Club players filmed amateur picture at Chenango Valley State Park near Bingo and will hold preview soon. . . . Four carnivals in a row have not boomed theatre biz noticeably. . . . Neither have numerous feature attractions at George F. Pavilion in Johnson City. . . . Night baseball is drawing plenty when they play.

and his gang, for "Congorilla," Fox's money-maker; Moe Streamer for U-A's freak, "White Zombie." . . . And thanks also from the Warnerites for "Doctor X" and a host of others; from Bob Wolff for RKO's "Bring 'Em Back Alive." . . . From Leo Abrams for "Back Street," from Universal, a sweet show. . . . From Messrs. Randel, Sweigert, Seigel and Kusell for Paramount's excellent looking line-up, and "Horse Feathers," which opens this week.

ARTHUR GREENBLATT is distributing "Isle of Paradise" for Adolph Pollak. . . . Charlie Goetz is now sales head for Exhibitor Screen Service. . . . He's a real old-timer. . . . Max Cohen may take the Boro Hall, Brooklyn, in September. . . . Mike Newman is now contact man for Educational-World Wide. . . . Dave Sohmer is now working under Ed Schnitzer at Educational-World Wide. . . . Universal had its annual outing a week or so ago in Long Island, and a pleasant time was had by all. . . . Jack Perley is now selling for Para in New Jersey. . . . H. Leon is taking his place in Brooklyn and Long Island.

### "Passport to Hell" Must Be a Hot Story



Elissa Landi, Paul Lukas and others may be seen in Fox picture of that name.



**"It's Being Done"**

Invincible has come forth with as neat a program picture that this season ever did see in "It's Being Done," with June Clyde, Allan Vincent, Matty Kemp, Ethel Clayton, Tom Ricketts and a nice featured list.

Tale of modern youth and parents who have their romantic problems; it looks expensive; has been well directed by Richard Thorpe and shapes up neatly.

First Division distributes.

**Heard In**

**PATERSON**

Squawk and More Trouble  
—Operators Frolic

*By Jim*

EUGENE THWING made a squawk against "Merrily We Go to Hell." . . . Said the theatre should be an influence for good and not evil. . . . No action was taken. . . . Movie reel was made for the American Telephone Co., of the West Milford exchange at Greenwood Lake. . . . Richard Sabong, 23, who picked an argument with Patrolman John O'Brien in a local theatre a few weeks ago, was sentenced to three years in state prison on the charge of assault with intent to kill.

EUGENE BRILL, 16, an usher in one of the Westwood theatres, is in the hospital in a precarious condition from, it is alleged, a brutal beating, and Albert Hutchinson, 30, moving picture operator, is held in \$1,000 bail on a charge of assault and battery. . . . Thirty-fifth anniversary of the International Alliance Theatrical Stage Employees and Motion Picture Operators of the United States and Canada, Local No. 44, was observed with unusual brilliance this year. . . . One hundred and fifty members, their wives, and assembled guests gathered for a banquet at Great Notch Inn. . . . Four of the charter members who are still living were toasted. . . . They are Robert Delaney, Thomas Hardy, stage manager, Rivoli, Paterson; Robert Meek, stage manager at the Regent and William Brown, Sr., stage manager, Orpheum. . . . All of Paterson.

GUESTS OF HONOR included, Harry Kalomine, New Jersey manager of Warner Brothers; Charles L. Dooley, district manager, Warner Brothers; Peter Adams, proprietor, United States Theatre; William and Lew Watson, Orpheum Theatre; Frank Hall, Fabian; J. Edward Helwig, Rivoli; James Malone, manager, Garden; Joseph Lefkowitz, Regent, now Oritani, Hackensack; Louis M. Guinzberg, Majestic; Harry Voorman, Montauk, Passaic; Wm. Weiss, Capitol Theatre, Passaic; Alex Reeves, New Jersey manager, RKO and member, Stage Local No. 44; Robert Delaney, charter member of Local 44; James Brennan, Local No. 1, of New York City; James Welsh, Local No. 59, Jersey City; John Welsh, Bergen County local; Fred Dempsey, general secretary-treasurer of International Alliance, and many others.

"PATERSON EVENING NEWS" and Fabian Theatre are tying up with a movie contest. . . . Ben Hecht, manager, Rialto, Passaic, is running in tough luck. . . . Three

**Fifi D'Orsay Is On Her Way**



And the celebrated actress will be seen in "The Girl From Calgary," a Monogram release, to be distributed here by First Division. It has Paul Kelly in the supporting cast.

**Heard In**

**PASSAIC**

Hecht Plays Part in Real Drama

*By Eye-Ess*

HE HAS SEEN many movie thrillers in his capacity as manager of the Rialto Theatre, but Max Hecht never was thrilled as he was last week when three gunmen stopped him in the dark hallway of his home. . . . They helped themselves to his \$1,000 diamond ring and \$100 in cash. . . . Then they took him to the theatre and made him open the safe. . . . They go for "hot stuff" at the Rivoli, Rutherford. . . . Daniel J. Shepherd, manager, says business still is picking up. . . . Two hundred newsboys, led by Jere Healy, circulation manager, "Herald-News," were the guests of Garry Voorman, manager, New Montauk (Warner Brothers) at the showing of "Bring 'Em Back Alive." . . . Garry is a pal to all the kids and invites them every time he has something special on at the show.

HARRY DENEGER, manager, Palace, has introduced bakeware and china nights, to boost business. . . . Garry Voorman, Montauk manager, is off somewhere on a brief vacation. . . . No one seems to know exactly where he went, but wherever he did go, he's playing golf, his men say. . . . Harold Gerhardt has charge of the theatre in Voorman's absence.

men held him up in his home, took \$100 and a diamond ring valued at \$1,000 and forced him to give them the combination of the theatre safe. . . . Frank Costa, new Warner Theatre, Ridgewood, formerly with the Playhouse, is winning golden laurels. . . . Meyer Phillips, assistant manager, Regent, closed for the summer, is counting the days until it opens again. . . . Mel Ackerman, who directs the wandering feet of visitors to the Garden Theatre, says attendance is best on hot days. . . . Irving Liner, popular manager, United States, says his idea of a good vacation is a trip to the North or South Pole these days.

**Heard In**

**UNION COUNTY**

Kelly Loses and He Started It—Cocalis Now Has Four

*By J. Mcl.*

POOR BOX-OFFICE RECEIPTS have caused the Strand, Plainfield, to fold up. . . . Thanks to the removal of the Sunday performance ban by the county courts, Oxford and Liberty, same city, are managing to keep on. . . . By way of dove-tailing with the Warner schedule, Ritz, Elizabeth, has changed its opening days from Wednesday and Saturday to Tuesday and Friday. . . . Attempt to conduct Sunday pictures in Summit, the county's most aristocratic city, has been thwarted by the townsfolk. . . . S. D. Cocalis is owner of no less than four playhouses in the county. . . . They are the Park, Roselle Park, and Elmora, Strand and Royal, Elizabeth. . . . Running "second-time" films, he has been highly successful, having had little difficulty with competition. . . . Liberty, Elizabeth, has taken to the presentation of prizes to holders of prize-winning entry tickets.

"BRING 'EM BACK ALIVE" has made itself an outstanding attraction everywhere. . . . Movies in Linden seem to have been definitely tabooed. . . . Lone theatre the little city boasts of stands out on the main stem, stark and drab from lack of usage. . . . A stream of 14 juveniles climbed a wall and made ingress at the Ritz, Elizabeth, before detection.

DESPITE THE FACT that he was originator of the idea, Manager George Kelly, Ritz, lost out when it came time to count the vote that was cast during "Manager's Week." . . . The novelty was conducted through a chain of 43 northern New Jersey theatres and started July 25. . . . First place was gained by Manager Edward Helwig, Rivoli, Paterson; second position was granted Manager Clement Murphy, Branford, Newark, while the Regent, Elizabeth, over which Kelly is manager, came in third.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Two Against the World"—WB

Constance Bennett, Neil Hamilton, Helen Vinson, Alan Vincent, Alan Moubray.

Story of a sister whose brother shoots a lover to defend her honor, even Constance Bennett can't lift the piece out of the rut it falls into. Metro's "Ashamed" is much along the same lines, but if there is still a big audience for the wronged gal movies (and there ought to be), the box office need not worry. The Bennett-Hamilton team has a draw all its own.

Estimate: Bennett still pulls.

## "Life Begins"—WB

Loretta Young, Aline McMahon, Eric Linden, Glenda Farrell, Preston Foster, Clara Blandick, Flicienne Osborne, Frank McHugh.

The entire action takes place in a maternity ward of a hospital. Obviously, it is the type of picture that comes along only once in a great while. Warners have given it a neat cast, splendid direction, and have produced with a special eye for exploitation. What it does depends on the individual house.

Estimate: Opportunity for showmen.

## "The Last Mile"—W-W

Howard Phillips, Preston Foster, George Stone, Noel Madison, Albert J. Smith, Alec B. Francis.

Grim tragedy, splendidly portrayed and extremely heavy. The death house atmosphere will probably appeal more to men than to women, but W-W deserves credit for a swell production. Prison yarns passed out quite a while ago, so "The Last Mile" had to be handled from a different angle and was. Exploitation will have to sell this feature.

Estimate: Box office.

## "Horsefeathers"—Para

The Four Marx Brothers, Thelma Todd, David Landau, Florine McKinney, James Pierce, Reginald Barlow, Robert Grieg, Nat Pendleton.

Here it is, the annual contribution of the Marx brothers, and just as goofy and box-office as the others. The Marxes are themselves again, this time with a college background, and the football game as a climax, and the tinkle of many shekels will be heard at the till.

Estimate: The usual Marx riot.

## "Sign of the Four"—W-W

Arthur Wontner and an English cast.

Here's Sherlock Holmes again, and in this feature he turns in as adequate a performance as in the other Conan Doyle stories. True, this is English, but it is understandable to American audiences. A real honest-to-goodness thrill finish should help.

Estimate: Adequate.

## "The Crash"—WB

Ruth Chatterton, George Brent, Paul Cavanagh, Henry Kolker, Barbara Leonard, Richard Tucker, Lois Wilson, Hardie Albright.

Chatterton might be given better material, but the Chatterton-Brent combination should prove of assistance. True, this story of the ultra rich, etc., won't appeal to all, but the marquee won't want for selling angles. Just a society yarn and another Chatterton picture.

Estimate: Why worry?

## "Thirteenth Guest"—Monogram

Ginger Rogers, Lyle Talbot, J. Farrell MacDonald, James Eagles, Eddie Phillips, Erville Alderson, Paul Hurst, William Davidson.

Excellent produced mystery murder tale with nice direction to boot. Hoffman and Monogram have contributed a couple of star names, and the nature of the story usually appeals. All in all, this is a picture that will hold its own in any house.

Estimate: Okay.

## "Igloo"—U

Travel picture with cast of Eskimos.

Summer novelty that probably won't be able to buck the hot weather even with a cool background. For those who like man vs. nature struggle, okay, otherwise, it will just be one of those things.

Estimate: For a certain type of house.

## "The Scarlet Brand"—Freuler

Bob Custer, Betty Mack, and others.

Typical Western that will hold its own. Nice scenic shots, and Custer has a neat following anyway.

Estimate: Nice horse opera.

## "Isle of Paradise"—Pollak

A travel picture of the Island of Bali.

One of the real photographic gems of the season, a feature devoted to Bali, and aiming generally at the better class houses. However, the show has been directed with an eye to box office values, and real showman should be able to come out ahead. There isn't any story, but a running talk keeps tabs.

Estimate: High in its department.

## "Midnight Morals"—Mayfair

Beryl Mercer, De Witt Jennings, Rex Lease, Charles Delancy, Alberta Vaughn.

Nice inde show that has an emotional running through it. Together with a police angle and a girl who is framed, it has enough to appeal to the masses.

Estimate: Fair Inde rating.

## "Bird of Paradise"—RKO

Dolores Del Rio, Joel McCrea, John Halliday, Creighton Chaney, Skeets Gallagher.

Radio put a lot of money into "Bird of Paradise," probably more than it will be able to pull out, but the present production will milk every dime from a potential audience. King Vidor has directed a swell piece, the story has been changed a bit, the performances are good, and, all in all, the studio has done as well as can be expected. The nut, however, is probably too big, but that shouldn't worry exhibitors who have been handed an attractive feature.

Estimate: Should be okay.

## "Guilty As Hell"—Para

Edmund Lowe, Victor McLaglen, Richard Arlen, Adrienne Ames, Ralph Ince, Noel Francis.

Nice melo with a murder that should hit a neat average at the box office. Paramount, in its new stride, has contributed enough box-office names to give theatres a real break; with an engrossing background audiences should be plenty pleased. Title might aid in some spots.

Estimate: Nice average piece.

## "One Way Passage"—WB

William Powell, Kay Francis, Warren Hymel, Herbert Mundin, Aline McMahon.

Entire yarn takes place on a ship, and with some good direction and neat casting to boot, "One Way Passage" comes out as a neat program offering, able to hold its own any place. The Powell-Francis team should be another inducement. There is enough action, also.

Estimate: Suitable program.

## "Hollywood Speaks"—Col

Genevieve Tobin, Pat O'Brien, Rita LaRoy, Lucien Prival, Ralf Harolde.

Another of the Hollywood tales, it speaks frankly and more daringly. Columbia's version of what Hollywood might be like is a bit closer to the real thing, and for that reason might appeal to audiences quite a bit. The casting aids the piece.

Estimate: True Hollywood expose.

## "It's Being Done"—Invincible

Alan Vincent, Matty Kemp, June Clyde, Ethel Clayton, Tom Ricketts.

Nice independent picture of modern youth with an adult angle that is a bit different. About the best of the Invincible crop, and studded with feature names that may mean something at the box office. Best of all, the pace is steady, there are few slow moments and audiences should be satisfied.

Estimate: Nice hand.





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Aug 10 '32 pg. 31

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Aug25'32 pg. 3

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Original .....Armitage Trail  
Adaptation .....Frances Hyland  
Photography .....Harry Neuman  
Cast: Ginger Rogers, Lyle Talbot, J. Farrell MacDonald, James Eagles, Eddie Phillips, Erville Alderson, Robert Klein, Craufurd Kent, Frances Rich, Ethel Wales, Phillips Smalley, Paul Hurst, William Davidson.

As an independent venture, "The Thirteenth Guest" is an eye-opening murder mystery. Thrills, suspense, comedy and a good sound story combine to make it one of the better pictures that have come out of the independent field. It is a grand picture and packs entertainment into its every reel. M. H. Hoffman should be proud of having made it and Monogram prouder still for having it to release. It is a box-office picture—the sort that will give the theatre customers their money's worth.

There are some who will label its elements as "hokum." It has a gloomy house, trick mediums of dealing death and the semi-insane murderer. But, nevertheless, all its elements are treated in a refreshing, agreeable and ingenious manner from a camera viewpoint, and thus the entire picture is made thoroughly enjoyable.

For thirteen years—ever since the eve of a fateful dinner where the head of the Morgan family dropped dead after reading his will—the old Morgan mansion remains unused. Ginger Rogers, as the Morgan daughter, returns. She is then, it appears, murdered. A private detective, Lyle Talbot, takes a hand. Ginger reappears, furnishing a unique shock to both audience and cast.

It develops that her father's will demands her presence there. The thirteenth guest is the heir to her father's fortune, the guests being those who were present at the dinner thirteen years ago. There follows a series of swift incidents in which two other members of the unhappy Morgan family are murdered. How the murderer, whom few people following the film's story will be able to discover before the final scenes, is finally revealed, keeps the audience completely interested to the finish.

Ginger turns out to be the thirteenth guest and inherits the fortune, also falling in love with the private detective.

For direction that never fell down, Albert Ray comes in for full credit. The late Armitage Trail's original story is one of his best, while Frances Hyland's screen version and Harry Neuman's photography were capably worked out. Other players of note are J. Farrell MacDonald, James Eagles, Eddie Phillips, Erville Alderson, Robert Klein, Craufurd Kent, Frances Rich, Ethel Wales, Phillips Smalley, Paul Hurst and William B. Davidson, and all are satisfactory.

# MONOGRAM'S MELODRAMA OF MURDER, MANIA AND MYSTERY MAKES REVIEWERS RAVE!

THE *Film* DAILY

**MOTION PICTURE DAILY**

**"The 13th Guest"**  
(Monogram)

Ray Johnston's Monogram organization comes through in good fashion with its first picture of a new policy and new season. It's a mystery drama, which a preview audience, braving Monday's heat, found to its liking and voted the effort worthwhile. Albert Ray directed.

Some of the lines supply good comedy, and the suspense is well maintained. There is the novel twist of two mystery murderers, each seeking to kill off the other members of the family in order to obtain the clue to the fortune left Ginger Rogers, "the thirteenth guest at a dinner party 13 years before."

Lyle Talbot is an effective hero, an amateur detective, who helps his friend, J. Farrell MacDonald to solve the mystery. Others in the cast are: James Eagles, Eddie Phillips, Erville Alderson, Robert Klein, Craufurd Kent, Frances Rich, Ethel Wales, Phillips Smalley, Paul Hurst, William Davidson.

**"THE THIRTEENTH GUEST"**  
with Ginger Rogers, Lyle Talbot  
Monogram 69 mins.

SWELL MURDER MYSTERY SMARTLY PRODUCED AND ACTED KEEPS SUSPENSE MOUNTING ALONG WITH GOOD COMEDY RELIEF.

This mystery meller is as good as anything of its kind turned out by any of the major producers. In fact, it is a darn sight better than most of them for sheer entertainment in the intelligent classification. The plot is very ingenious, and is worked out logically. It all centers around a deserted mansion where a family reunion was held 13 years before, with the head of the house meeting his death mysteriously. The mysterious murderer attempts to get all those guests back to the house and dispose of them one at a time by electrocution through the telephone which has been wired to a secret chamber where he turns on the switch. There is not a dull moment in the film, with excitement and thrills popping almost continuously. It is above all, intelligent entertainment, smartly handled in all departments.

**Cast:** Ginger Rogers, Lyle Talbot, J. Farrell MacDonald, James Eagles, Eddie Phillips, Erville Alderson, Robert Klein, Craufurd Kent, Frances Rich, Ethel Wales, Phillips Smalley, Paul Hurst, William Davidson.

**Director,** Albert Ray; **Author,** Armitage Trail; **Adaptors,** Frances Hyland, Arthur Hoerl; **Dialoguer,** Armitage Trail; **Camera-**man, not listed.

**Direction,** Very good **Photography,** Okay.

Aug 25 '32 pg. 4

**a M. H. HOFFMAN Production**

# IT'S BOX-OFFICE ALL THE



# Majestic PICTURES

Aug25'32 pg. 5

Majestic Pictures will produce twenty features and six Jack Hoxie Westerns for the 1932-1933 season.

- Two feature productions, "Hearts of Humanity" and "The Phantom Express," are now ready for screening.

- "Crusade," the third of the features, is now in production. Three others are in preparation.

- "Gold," the first of the Jack Hoxie productions, is completed.

- Majestic invites you to screen its finished product, for Majestic wants you to know the quality of productions that have been planned for this season.

- Majestic will definitely deliver its full schedule of uniformly good pictures. Follow the Royal Road to Profits with Majestic's Twenty-Six Money-Makers.

- Majestic Pictures are distributed in this territory by



## FILMCRAFT EXCHANGES, Inc.

1046 BROADWAY  
ALBANY, N. Y.

505 PEARL STREET  
BUFFALO, N. Y.













# CRUSADE

From the play by WILSON COLLISON

Screenplay by  
EDWARD T. LOWE

Direction by  
FRANK STRAYER

Aug25'32 pg. 8

● What price the honor of a kept woman? Can she claim the protection of the unwritten law as a defense for the murder of a man who assaults her?

The Press says YES! But the Crusading Prosecuting Attorney says NO! There can be no defense of an honor that does not exist.

A startling theme, daringly depicted. Culminating in a smashing climax that breathes the life of this modern age of Crusade.



"SWELL BOX - OFFICE NUMBER!"  
— Along the Rialto

"A THRILLER OF THE FINEST ORDER" — Hollywood Filmograph

"GRAND PICTURE AND PACKS ENTERTAINMENT INTO ITS EVERY REEL" — Hollywood Reporter

"MONOGRAM COMES THROUGH... NOVEL TWIST, GOOD COMEDY" — Motion Picture Daily

"SWELL MURDER MYSTERY SMARTLY PRODUCED AND ACTED" — Film Daily

**ACTION!**

AUG. 6, 1932

## HOLLYWOOD FILMOGRAPH

### "The Thirteenth Guest"

Theatregoers are in for a splendid morsel of entertainment in this M. H. Hoffman-Monogram feature picture. It is from the story by Armitage Trail, author of "Scarface," and adapted to the screen by Frances Hyland, and directed by Alberi Ray. It is a thriller of the finest order, with nothing to offend any of the straight laced clientele who attend our flicker theatres these days. It is indeed a credit to the Independents, and M. H. Hoffman is to be complimented for his sensing the entertainment value in this narrative and giving it the staging that he did. Equal credit should also go to Director Albert Ray and Frances Hyland for the parts that they played in bringing in such an entertaining picture. The casting of the production is also worthy of praise. Lyle Talbot, easily steals the picture. He is a new personality that will be heard from. Ginger Rogers, too, came in for no end of attention. She looked and acted her role to the last letter. Erville Alderson, a very versatile character actor, caught our eye for his rendition of a hard part. J. Farrell McDonald again gave one of his well balanced acting parts, and gained many a laugh along with the strictest of attention. You will love Frances Rich, young daughter of Irene Rich. This Miss will make you like her in spite of yourself, for she plays a snob and how she plays it. She's showing great possibilities right now. James Eagles gave another Boob McNutt flat foot in this one, and he was a riot of fun. William Davidson always gives a finished performance and he outdid himself in this one. Tom London did a fine bit. Craufurd Kent, Ethel Wales, Phillips Smalley, Robert Klein all did fine bits.

The photography work of Harry Neumann was class A. Here is a cinematographer that never loses an opportunity to make his photography work stand out in every picture that he works on, and in this instance he more than proved his ability. Balsley and Phillips' sound was very good. EXHIBITOR: PLAY THIS ONE ACROSS THE BOARD. IT'S THE BEST MONOGRAM PICTURE UP TO DATE.

—HARRY BURNS.

Aug25'32 pg. 9

# "THE THIRTEENTH GUEST"

with

**GINGER ROGERS**  
**LYLE TALBOT · J. FARRELL MacDONALD**  
**EDDIE PHILLIPS—CRAUFORD KENT**

and **PAUL HURST**

Directed by **ALBERT RAY**

Story by **ARMITAGE TRAIL**  
Author of "SCARFACE"

## ALONG THE RIALTO



● ● ● IF THAT Monogram outfit of Ray Johnston's follow up the good work.....with such a fine start as they have made on the first of their season's product....."The Thirteenth Guest".....their customers will have something tangible to look forward to.....here is a sweet li'l b.o. number that would grace the program of any major producer.....class in a departments.....as slick a murder mystery as has come to the screen in many moons.....it is done without hoke.....real intelligent fare.....with a superior brand of dialogue.....

# WAY - PLAY IT ACROSS THE TOWN



# The New York State EXHIBITOR

Issued on the Tenth and Twenty-fifth by

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August 25, 1932

### Prosperity—Inflated and Otherwise

**G**RANTED that stocks of representative companies have been boosted. Admitted, too, that plants in many parts of the country seem to be resuming their operations. What is the most hopeful sign, however, is the new spirit which seems to be coming over the people of the country.

There is no reason to believe that any bit of prosperity is going to come around in a hurry. Those Svengalis who dictate the antics of the stock exchange may or may not be influenced by the fact that another election is just around the corner. People can hardly be expected to cheer when a company which is admittedly in poor shape sees its stock going up by leaps and bounds.

Definitely, though, it may be said that the spirit of the masses is on the upgrade.

Unfortunately, too, for the exhibitors, this market boom comes at a time when distributors use any sign of better business for their own advantage. It should be easy, however, for exhibitors to think of the losses of the days gone back rather than the mythical promises of the future.

The exhibitor, of course, owes the distributor a definite spirit of co-operation, but he should not so far forget his place in the picture to believe that crowds are going to throng back into his house. The distributor, on the other hand, can hardly be expected to use this flash of traveling stocks as an indication of immediate profits for all and everyone.

Business will take as much time coming back as it did going down hill. There is no need for the exhibitor to buy on the promise of the future, unless, in the bargaining, the distributor has full knowledge and understanding of the terrific losses theatremen are now experiencing.

### Applause for Warners

**T**HE brothers Warner, who have pioneered in many divisions of this business, have again come forth with a new trend in this industry. Merchandising of Warner-First National films for the new season were introduced through a vast series of trade showings to press, civic leaders and the trade. Warners have so much confidence in the pictures they have already made

for the new season that they are prepared to devote the maximum of attention to bring them before the public.

Here is a new idea in the industry, a step forward, and such plans are always to be welcomed. The business must now already be sold to Warners, not only for the product of the past season, but through the confidence the company has in unveiling its product on such a wide scale. Exhibitors will go into the showings with happy mind and will come out feeling ever so much better. Many civic leaders attended the performances, recognized the part the industry is playing in investing huge sums in production of a better type, and a finer feeling has resulted all around.

Warners' brilliant move is on a line with those advocated by other companies who have set new standards in the coming films, and who are backing their pictures to the utmost.

No one will ever be able to say that the producers are not sincere. Through their confidence in their product they are spreading a better spirit.

### Lightman's Ultimatum

**W**HETHER the industry realizes it or not, this business is fast approaching a real test of exhibitor strength.

The assertion that theatremen should combine in a buying strike unless the advantages of 5-5-5 standard exhibition contract were placed before them found the entire exhibition division of the business applauding M. A. Lightman, president of the M. P. T. O. A.

Lightman, who never has been and never will be influenced, wants the exhibitors to show their teeth, indicate their strength and once and for all gain recognition for exhibitor organization from the distributors and producers. Lightman's declaration has effectually killed any assertion that the M. P. T. O. A. is Hays-dominated and controlled.

To back down on the 5-5-5 demand is to kill any hope of organization appreciation. The exhibitors of this country should get behind Lightman, back him in his assertions. He is leading a move that may mean the beginnings of real exhibitor combination.

### Independent Outlook

**E**NCOURAGED by the receipts of the past year, the independents are branching out. Rather than stick to the has-beens, the indies are making future greats and concentrating on some star pictures. Monogram, for example, has Fifi D'Orsay in a feature, and may offer Norma Talmadge and Charles Ray in the near future. In addition, there may be a build-up of some promising new feature folk.

Inasmuch as the exhibitors, through their rentals, gave courage to the independent producers, the latter should not forget their obligation and seek prohibitive prices. Only through a policy of foresight can both factions hope to benefit.





# Lightman Bid for 5-5-5 Action Gets Cold Shoulders from Most Companies

## 306 Sues

Papers in a New York Supreme Court suit charging conspiracy in restraint of trade against all the distributors, Hays organization, independent exchanges and Springer & Cocalis, circuit operators, were served this week by Motion Picture Machine Operators' Local 306.

The union declares it has been unable to get film for three open-air theatres in the Bronx. Damages to to \$200,000 and a permanent injunction are sought.

Union charges that Springer & Cocalis entered into a conspiracy with all distributors to prevent them from getting film, fearing direct competition.

Defendants named in the suit are: United Artists, RKO, MGM, Columbia, Warners, Paramount, Fox, Hollywood Pictures, Capital Films, Syndicate Exchange, Universal, First Division, Educational, Charles L. O'Reilly, T. O. C. C., Hays organization, and the New York Film Board of Trade.

Legal hearing on the proposition was due this week. It all connects up with the new union agreements.

## Heard In

### 44<sup>TH</sup> STREET

Optimism and Some More Drives

ETHEL HAAS, First Division, is now on the verge of becoming Mrs. Harry Tobin. . . . Jack Farkas is now with Powers. . . . Pat Powers is still the guiding power in that Connecticut Longshore club. . . . It's a girl at the Mr. and Mrs. Jules Becker. . . . And a boy at the Charles Pensers. . . . Hollywood has a right to be proud of its "Unholy Lovc" time. . . . The show drew a nice hand, too. . . . That Al Weissman-Addy Lyman attachment didn't surprise the street. . . . Mike Thomas has been convalescing off and on in the hospital. . . . Joe (First Division) Joel claims that the folks are using more stills than anything else. . . . Plenty of work for the Warner folk this week, what with those trade showings at the Hollywood Monday and Tuesday from 1-6. . . . And a host of folk there, too. . . . Locw-RKO have about patched up that first run, and who's to get most of the product. . . . Leave it to the chains to get together. . . . An avalanche of price cutting and premiums is descending. . . . And even exchangemen are wondering how some of the houses keep open.

FILMCRAFT, INC., has the upstate rights to the Majestic pictures. . . . And Herman Gluckman, having exhibited "Hearts of Humanity" and the "Phantom Express" announces acquisition of a Marlene Dietrich

## Buying Strike Threat Not Likely to Come Into Being — Universal, Fox Ready With Co-operation — Conference May Result Later

Demand by M. A. Lightman, president of the M. P. T. O. A., that exhibitors combine in an attempt to secure the 5-5-5 contract or its advantages, appears to have been met by a solid wall of refusal from the distributors and producers.

## Chicago Meetings Delays Upstate Allied Gatherings

### Contracts Big Issue at Mid-West Sessions

State Allied officials have been kept keyed up over the Chicago meeting.

Telephone wires have been hot with messages, yet little that is definite has been developed. Reports have it that complications over contracts are at the bottom of the situation.

A meeting of New York Allied, which was being arranged for, was deferred because of the Chicago gathering. As soon as reports from Chicago are received and analyzed, New York and probably New Jersey Allied also will meet.

A number of important matters have accumulated for New York Allied. It is believed that contracts are an outstanding consideration at this time.

As matters are shaping, it appears that Allied Exhibitors regard contracts the most vital question before the industry today. There will be determined efforts to secure contracts which will ensure exhibitors quality product and protect them in supply. Universal is reported to have agreed to a number of changes asked by Allied.

The New York Allied meeting will be held within a fortnight, probably in Newburgh or Albany.

silent. . . . "I Kiss Your Hand, Madame" is the title. . . . The 306-Empire battle interests the street. . . . And some of the coast sub-sequents are peeved because Publix de luxe spots extended the protection 7 days, making it 21 in parts. . . . And also holding up the release of some choice record breakers. . . . Local deals are just about set. . . . With little change in set-up (and price?).

ED SCHNITZER is decidedly optimistic over at World-Wide and so are Messrs. Dave Sohmer, Arthur Newman, Sol Title, Clive Waxman, Louis Kutler, Harry Carlock, Seymour Florin, Irving Gumberg and the rest of the force. . . . "The Last Mile" is the reason. . . . While Columbiaite Phil Mayer is still raving over the four shows Columbia had on Broadway one of these weeks. . . . Not forgetting "Night Mayor," which ought to cause a sensation. . . . The

Two companies, it is reported, Fox and Universal, are ready to play ball. The others either do not care to answer or give hint of governmental frown as an excuse.

Allied, asked to come in with the M. P. T. O. A. on the plea, thinks there are far more important problems, and that its stand against the 5-5-5 contract still holds true.

Allied is reported ready to meet with the M. P. T. O. A., Chicago advises said this week. A round table talk was suggested, at which time industry problems would be discussed. Myers and Lightman are both in New York.

Whether or not there will be another exhibitor conference on the matter is undecided. The majority of M. P. T. O. A. affiliates gave Lightman their co-operation, and it is still hoped that something might develop.

However, little action will result this year, it is thought.

## Local 306 Getting Lines Set for Season

### Heavy Empire Competition But Kaplan Looks Strong

The tiffing between Local 306, Kaplan Projectionists' Union, and the Empire State operators is becoming more serious.

Reports are around that many of the indes are trying to loosen the Kaplan shackles and go Empire, but a survey indicates that the inde chains are falling into line. Frisch-Rinzler, Consolidated and Leo Brecher are again in the fold, at reduced rates, while Springer-Cocalis are Empire bound.

The latter's feud with the Kaplan outfit is still on. It is reported that some more indes may go Empire.

306, it is said, is ready to make deals, but the indes feel that the costs are still too high. Agreements are generally up by September 1.

Paramount drive officially having begun, Messrs. Seigel, Randel and Sweigert are plugging to beat the band and the quota, too, incidentally. . . . They've been working nights. . . . When Young Laemle, Jr., drive rolls around, Leo Abrams and the Universal force expect to come through with colors flying. . . . M. Broad is up in front in that Para spurt. . . . As is M. E. Sattler.



## Heard In

## ALBANY

Jackson, City Manager, in  
Troy

By Bill

BERT JACKSON, formerly manager, Fox Audubon, New York City, has become manager of Warner's Troy Theatre. . . . Moe Silver, assistant general manager, and "Skip" Weshner, New York theatre executive, both of Warners, were in Albany in August inspecting theatres in that district and conferring with Lou Lazar, divisional manager, on policies for the fall and winter. . . . Ralph Crabill, who is succeeded in Troy by Bert Jackson, has become district manager of the Batavia territory. . . . Governor Roosevelt's decision not to permit any cameras at the ouster hearing on Mayor James J. Walker, of New York, disappointed a lot of news-reel cameramen. . . . Walking up State Street, Albany, about 2.30 A. M., your correspondent met "Daisy" Halligan, RKO exchange manager, and "Bill" Smalley, of Cooperstown, head of the Smalley circuit. . . . It being only 2.30 A. M., your correspondent knew the night was young for "Bill" and would have to be for "Daisy," for "Bill" is a crack o' dawn retiree, and if the film men want to get him to talk contracts, they have to stick along with him until he says "Yes" or "No" along about dawn. . . . The difference between "Bill" and the film men is that the former sleeps most of the day, while the latter have to be on the job at the exchange.

JIMMY CAGNEY was in Albany a while ago, just touring. . . . He stopped for lunch at the DeWitt Clinton Hotel, while Joe Feldman, Warner publicity man, tried his best to locate him. . . . But, things being as they are, Jimmy would probably have said a loud "No" to a proposition for a personal appearance at the Warner Strand.

VIC BURNS will open the Casino, Waterford, August 27. . . . Exhibitor Thornton, at Williamstown, Mass., times his theatre openings according to the schedules at Williams College, situated in that town. . . . Jules Berinstein, Berinstein circuit, and owner, Hudson Theatre, Albany, will soon reopen that neighborhood house. . . . Abe Stone leased it for a while, but closed it several months ago. . . . RKO Proctor's Theatre, Albany, closed since last spring, will open early in September with double features, first and second runs. . . . It is rumored that this theatre may also be used for a few stage attractions. . . . Harry Black, manager, RKO Palace Theatre, Albany, is weekly broadcasting short talks on the history of vaudeville. . . . Albany managers are hopeful that fall and winter will see a greatly increased attendance at Sunday shows. . . . Warner's Strand and Universal invited exhibitors and the press to a private showing of "Back Street," August 17. . . . Tiffany had a similar showing of "The Last Mile" at the Strand, August 25.

CHARLES JOHNSTON, Columbia exchange manager, motors to Crystal Beach, near Buffalo, for week-end vacations. . . . August golf tournament between Ralph Pielow; Lou Sauber, Universal; Harry Alexander, Fox, and Pete Dana, Universal, has been called off until September because Pielow wanted to arrive at his Saratoga Lake camp earlier on Saturdays, when the matches were played.

## Right At Home



Andre Roosevelt

Who helped make First Division's "Goono-Goono," is presented here with a couple of Balinese sub-debs.

RALPH PIELOW is taking his vacation after office hours this summer. . . . Your correspondent was Ralph's guest over a recent week-end and enjoyed to the full Ralph's proverbially bountiful hospitality. . . . Ralph declared business taboo at the camp, and anyone who mentioned pictures or releases or percentages was subject to a fine of 25 cents for every infraction of his rule, Mrs. Pielow to collect the fines. . . . But since Ralph made the rule and was the first one to break it, he declared the fines off. . . . Ralph, Jr., who is handsome enough to draw the attention of any movie scout, is at the camp during his vacation from a military school. . . . Marge Gemlick, assistant cashier, is off on a trip "somewhere"; Jane Breen, biller, motoring to Maine, and Tony Whisper, shipper, also on leave.

CHARLES BRYANT, general manager, Walter Reade theatres, was a visitor the middle of August. . . . J. C. Carpenter, Cobleskill exhibitor, went to the American Legion state convention in Brooklyn. . . . He was formerly head of the Legion Post in Cobleskill. . . . Matty Mattice, Middlebury exhibitor, has deserted his theatre for his annual tour of the county fairs as a hot-dog magnate. . . . Roy Pugh, Altamont exhibitor, is secretary of his fair association and uses showman's methods to put over his fair. . . . He travels far and wide in his car, billing the fair and books high-grade concessions for the event. . . . Marvin Dwore, son of Abe Dwore, Colony and Cameo Theatres, Schenectady, won the New York State boys' singles tennis championship at the state contest recently held at Syracuse. . . . Also, with Robert Winslow, Rochester, captured the doubles crown. . . . Which makes everything dandy.

## Heard In

## SYRACUSE

Business Takes a Turn For  
Better

By I. S.

SHOW BUSINESS in Syracuse is showing a decided up-turn, according to Harry Shaw, managing director of Loew's State. . . . Keith's, with "Bird of Paradise," also did a phenomenal night's business. . . . William J. Tubbert, Keith's managing director, has been confined to his home for the past week, suffering an infection in the leg. . . . Skouras Eckel closed its summer policy with two split weeks in succession.

INDICATIONS point to a fall opening of the newly acquired Skouras house, the late Dewitt which is to revert to the name under which it opened some 15 years ago as the Empire. . . . Tentative plans to send the Skouras first run films into the Empire and make the Eckel a subsidiary house have fallen through. . . . "Nut" at the Eckel, it has been decided, is too great to carry with second runs while the Empire's seating capacity is 300 less than the other house. . . . Speculation as to the possibility of the Skouras interests pulling the Empire out of the red after its long floundering are keen. . . . Eddie McBride, assistant at Loew's, has returned from a vacation spent at Crystal Beach, Canada. . . . Harry Shaw is also back at the Loew house after a jaunt to New York.

## Heard In

## UNION COUNTY

Some One Visits Our Mr.  
Cocalis

By J. McI.

AN INNOVATION has struck the Elizabeth theatres, politically speaking. . . . Managements have promised to do pre-election advertising gratis. . . . Lou Weislogel, stage manager, Ritz, Elizabeth, has been made leader of a Democratic political club. . . . Sells-Floto Circus, taking a two-day stand at the Newark-Elizabeth city line, wrought havoc with theatrical box offices. . . . Some doubt about the Strand, Plainfield, reopening next month. . . . Bavarian Peasant Band of 16 people, an N.B.C. radio sensation, packed 'em in at the Ritz. . . . Overhead has been materially chopped at the Liberty, Elizabeth. . . . Talk of opening the Linden Theatre for living quarters this winter, if the depression continues.

POLICE have begun an intensive search for the burglars who ransacked the residence of S. D. Cocalis, Elizabeth's four-ply theatre manager, and fled with jewelry worth \$2,000. . . . Jack Mitchell writes in to know why they invariably have inebriated reporters in motion pictures. . . . Warner Brothers' illustrated movie news operators were conspicuous during the recent bi-centennial parade in Elizabeth. . . . Some 20,000 passed in review. . . . George Mansfield, manager of a house in Erie, Pa., visited Plainfield. . . . Liberty, Elizabeth, has reduced its matinee prices from twenty-five to fifteen cents, until mid-afternoon, and serpentine lines of patrons move to the box offices. . . . And a host of localites attended the Warner National exhibition in New York.



# Utica Exhibitors Lay Plans for Battle Against Operator Measure

## Rochester Bombing

Elmer Loritz, operating the World Theatre, Rochester, on a non-union basis, was forced to call in the police after repeated stench bomb disturbances.

World is one of the smallest neighborhoods and the only one operating non-union. Loritz also operates the Lake Theatre, where contracts run out in September.

Patrons were twice driven out with the bombs.

## Heard In

# R O C H E S T E R

Who Looked at Alleged Obscene Films?

By Eeatch

THERE'S A STORY that Manager Jay Golden's guardian of the gate at the RKO Palace failed to recognize M. H. Aylesworth, RKO chief, on a recent visit and declined to let him enter. . . . Peggy Hilsdorf, Century box office, took her first train ride on a vacation trip to Broadway. . . . Andy Roy, manager of Syracuse Paramount, left to open the house after several weeks' work at the Century here. . . . Sign painters at Loew's Rochester do their stuff for the yokels as added lobby activity.

MARTY ANDERSON, Century, spent better part of a day finding a livery stable nag for use in publicity stunt. . . . Police who seized a pack of obscene films staged a special showing for judges and newspaper men to see if they were obscene. . . . RKO Palace is conducting talent-finding contest in co-operation with the "Times-Union" and the WHAM radio station. . . . Winner is promised a week on the air and possible stage engagement, though latter not promised. . . . Several neighborhoods reopening.

## Broadway, Yonkers, Repairing

Broadway Theatre, Yonkers, closed during July and August, will reopen early in September. It is owned by the Park Hill Theatre, operated a few blocks away.

## Utica Host To Two Technical Groups

Utica has just entertained two groups of theatre men, the New York State Association of Motion Picture Projectors and the Tenth District Conference of Theatrical, Studio and Laboratory Employees.

The first group held its session August 21 with meetings in the afternoon and evening. Matters pertaining to the organized group were discussed with doors closed.

The second group held its annual meeting August 22 with morning and evening sessions.

In connection with the joint gathering, Utica Local 337, International Association of Theatrical Stage Employees and Motion Picture Machine Operators held its annual banquet August 21 at Hotel Martin. Visiting delegates were guests. Principal speaker was Louis Townsend, formerly of the Eastman Theatre, Rochester, and at present district supervisor for Paramount-Publix in western territory.

Glen Humphrey, union business agent, headed the committee on arrangements, assisted by John Miller, Charles Skinner, Joseph Grimaldi and George Stein.

## Claim Hint of Railroading in Council Tactics — Five Years' Experience Requisite of Booth Chiefs After Passage

Operators of independent, or neighborhood, theatres will seek court aid to prevent enforcement of an ordinance adopted regarding Utica projectionists.

## State, Schenectady, Open While Pool Deal Awaits

### Circuit Arrangement Not Set in Upstate City

State Theatre, Schenectady (Farash), opens August 25 after several weeks' closing.

Pool of interests between RKO and Farash in Schenectady, now under consideration, has not gone through as yet, so the State will open strictly as a Farash theatre. Because of its long closing and the possibility of the pool, the picture situation in Schenectady is somewhat complicated. Theatre at Scotia, suburb of Schenectady, and theatres owned by Abe Dwore and Morris Silverman, are playing some old pictures and there is declared to be so much recent product unplayed that there is no danger of double featuring becoming a problem, though the RKO Plaza is pursuing that policy now.

Frank Hutton, assistant manager of the State, was held up and robbed of a considerable sum—the Sunday receipts of Farash Theatres, when he was attempting to lock them up in the closed State Theatre on a recent Sunday night, before banking the money on Monday.

### Hornell House Reopens

Majestic Theatre, Hornell, which closed July 21 after a dispute between Warner Brothers and Nikitas Dipson, the leaseholder, has reopened with Warner Brothers still operating. Argument was settled satisfactorily to all. John J. Maher returns as manager.

Louis Lazar, Albany, zone manager, and Moe Silver, general manager, were on hand for the conference with Peter Grafiades.

There's a certain air of mystery in connection with the passing of the ordinance, and motion picture owners or lessees are armed to the teeth against it. Introduced originally August 3, it remained in committee two weeks and was favorably reported out and rushed through the Common Council with only one negative vote.

The proposed ordinance, now before Mayor Charles S. Donnelley, provides that "every motion picture theatre shall employ an operator of at least five years' experience for each picture machine used." Theatre men question the legality of the measure.

William R. Goldbas, attorney representing the theatres, appeared in opposition to the measure and Glen Humphrey, Projectionists' Union; Michael Walsh, president of the Utica Trades Assembly, and James Thomas, representing the Electrical Workers' Union, urged its adoption.

The theatre men had no knowledge of the proposed legislation until a few hours before the council was to meet, it was said, and their attorney sought a public hearing sometime in September. This was denied.

Charges that the measure was being "railroaded through the council," was called an untruth by union speakers, who declared they sought favorable action as a matter of protection to the operators and to lessen fire hazards.

Utica "Observer-Dispatch," denouncing the act, declared in its leading editorial that "it appears to be one more example of unnecessary government interference with business."

## Heard In

# G E N E V A

Young Back From Vacation—Rumors

By Glenn

MANAGER C. C. YOUNG, Schine's Geneva Theatre, back from vacation. . . . Schine's Geneva slashes prices to 25 and 35 cents for summer. . . . Schine's Regent, which had been operating Saturdays and Sundays for the past month, closed entirely for rest of summer. . . . New \$10,000 Wur-litzer organ installed in Schine's Geneva. . . . Ralph Yale, formerly organist at Capitol Theatre, Newark, at Geneva Theatre.

VAUDEVILLE PROGRAMS now and then at Geneva Theatre during summer. . . . Geneva Theatre ties up with local merchants to give away moving picture cameras and projectors to lucky patrons. . . . Temple Theatre still dark. . . . No one knows what is going to become of it, although rumors are flying thick and fast. . . . Maybe an inde will open it.



—Heard In—

## HUDSON COUNTY

Two Suits and More Vacations

—By Ike—

SUIT FOR \$50,000 has been filed in Hudson County Common Pleas Court against the Essbee Amusement Co., Hoboken, by Mrs. Mamie Greenhouse, of New York, for the death of her son, Morris. . . . The young man was burned to death in the projection booth of the Rivoli Theatre, Hoboken, November 13, 1930, while helping Charles Panzer, projectionist.

BOROUGH COUNCIL of Fort Lee has notified heads of the Consolidated Film Industries, Inc., of West Fort Lee, that they must immediately start work as recommended by the State Board of Health to eliminate pollution of Crystal Lake by acid-polluted drain-water. . . . Dave and Mrs. Schaefer, Warner Brothers' publicity and promotion department, returned from a two-weeks' trip to Central American jungles. . . . James P. Hall and Marry L. Balch, of Jersey City, have started suit in Chancery Court to recover \$50,000 allegedly due them from sale to J. Frank Finn, also of Jersey City, of the Modern Theatre, under construction in West New York.

ARTHUR MACKIE is calling for legit shows in Jersey City. . . . Loew's chorines have adopted the restaurant near the Journal Building as their hashery. . . . A. Petch, of Loew's, service chief, is calling for a best-looking usher contest. . . . Jimmy Cambridge has bought her a diamond. . . . Al Lippe is an ardent fight fan. . . . Al Meyers was sunburned and then some. . . . George Freeman likes home cooking. . . . Ted Fisher is staying at Greenwood Lake all year 'round. . . . Spotted Mickey Kippel standing in the Stanley lobby looking 'em over as we ankled in the other eye. . . . Manager Larry Conley's zoo display for "Bring 'Em Back Alive" brought General Manager Joseph Bernhard, of Warner theatres; his assistants, Moe Silvers and I. J. Hoffman; Warner zone manager, Harry Kalmine and his assistants, Frank Damas and Dick Hall, also Jules Levy, Jack Wolff and Ned Depinet, all of RKO, to the theatre. . . . Elise Hadsel is the new blonde cashier at the Stanley, replacing Mildred Metzger, resigned. . . . Elise is an eyefull, we can tell you.

AL MANN on vacation. . . . Angelo Malberti, Union City, dropped dead of heart disease in Loew's Embassy Theatre, Wood-cliff. . . . Throwing of foul-smelling "bombs" in seven independent theatres in North Hudson recently, has been construed by the managers as an attempt to ruin their business in reprisal for their failure to accede to union demands to maintain two projectionists in each house. . . . James Binkov, manager of the Temple and spokesman for the indes, complained to Captain Harry Jenkins, of the Union City police.

GABRIEL HINES is conducting in Philly and Don Albert in New York. . . . Frank Hinman on vacation. . . . Ethel Oxley back from New England. . . . Bob Deitch spent his furlough with his brother, Lee, in the Catskills. . . . John Maloney has been busier than ever lately. . . . Irving Lesser, former supervisor of Jersey City theatres for Skouras, has resigned. . . . Irving is now with his brother, Sol, Prin-

## "Goonna-Goonna" Is On Its Way



And here are some shots from First Division's exploitation special, "Goonna-Goonna," a roadshow picture if ever there was one.

cipal Distributing Corp. . . . Hank Lowry, brother of Eddie, the well-known m. c., has replaced Lesser. . . . August 29 to September 3 has been designated Employees' Popularity Week in Skouras houses. . . . Rewards for employees who sell most ducats. . . . Mauric Stahl is happy the way his Skouras Happiness Month (July) went over. . . . Cars and Bermuda trips were given away to ticket holders. . . . Biz up over July, 1931. . . . Engineer Johnny Gallagher on vacation. . . . Loew's district manager, Larry Beatus, visited the stem house recently and reported everything okay. . . . Reviewer H. J. C. (Hilda Couch), of the "Jersey Journal," went to Havana and Mexico City on vacation.

HERBERT MULLER, manager of the recently reopened Strand, Bayonne, set a colorful haberdashery note with a bright yellow shirt. . . . Fireman Fallon complimented the Loew ushers on their fire drill. . . . Doorman Camerford is never around the theatre Sunday or Tuesday. . . . He travels to North Bergen on these days to see his blonde girl friend. . . . Pete, stage door guardian, is back on duty. . . . Usher Moran resembles Phillips Holmes. . . . Some of the boys are complaining about N. Tarnow's sax tooting.

### Society Sues

The Apollo Theatre, Beacon, Louis Baracca owner, new competitor of Ginsberg's Paragon, has been made defendant in a suit in equity filed in United States Court in New York by the American Society of Composers, Authors and Publishers, charging unauthorized use of a copyrighted song. An injunction is asked, along with damages.

—Heard In—

## PASSAIC

Foreigns Arrive and Biz Perks Up

—By Eye-Ess—

FOREIGN-TONGUE TALKIE CRAZE has finally struck Passaic and vicinity. . . . Theatre managers are booking imported films one after another. . . . Mill district has attracted thousands of foreign-born. . . . Pashman Brothers, owners, Strand, Clifton, showed a German picture, "Gretel and Liesel," and drew a capacity crowd.

LYNDHURST POLICE and firemen are selling tickets for a milk fund benefit at the Ritz, September 2. . . . Those in charge hope to raise \$1,000. . . . The undertaking is being sponsored by the Lyndhurst Chamber of Commerce.

A NOVEL IDEA of special interest to exhibitors was hit upon by Bill Weiss to advertise his showing "What Price Hollywood?" at the Capitol (Warner Bros.). . . . He had 10,000 throw-aways printed and distributed. . . . On them in large letters was printed SEASON PASS, but above that in tiny letters was Don't Let the . . . and below, also in tiny letters, was Without Seeing Connie Bennett in "What Price Hollywood?"

GARRY VOORMAN, New Montauk (Warner Bros.) co-operated in making a profitable undertaking of a benefit boxing show at the Passaic Stadium this week. . . . The entire proceeds went to the Immaculate Conception Orphanage, of Lodi, which lost seven buildings in a disastrous fire recently. . . . Forty-piece boys' band, from the orphanage, played on the Montauk stage the night the free tickets were given away.



# This Business of TRAILERS!

Aug25'32 pg. 15

To supply trailers regularly to theatres requires forethought, planning, ORGANIZATION. This is not a hit-or-miss matter, not a side line incidental to some other business. THIS IS A BUSINESS IN ITSELF—a highly improved cog in the machinery of purveying amusements to the public.

Our trailer business did not spring into being full-grown. Its inception is rooted in the beginnings of the motion picture, and its development has kept pace—through alternating periods of hardship and success—with the growth of the industry.

Today our trailers are supplied to Exhibitors through a highly organized service which is the result of years of experience in meeting the needs of theatres of all classes in all parts of the country. The requirements of these theatres have built that great SERVICE INSTITUTION in the motion picture business which is known as



## National Screen Service

### Ad-Vance Trailers

A Message  
from the Makers  
of the World's  
Finest Trailers

Every showman knows the value of SELLING FROM THE SCREEN. Trailers build business. They speak to an audience sitting ready for their message, an audience 100% willing to be sold.

National Screen Ad-Vance Trailers are your first aid to better business



### "Rasputin" Smash

"Rasputin, Saint or Sinner," now being distributed and released exclusively by Capital Film Exchange, in New York, is running six weeks at Europa, New York, playing to capacity, running six weeks in Baltimore and is now in its sixth week in Philadelphia. It is establishing new records wherever shown and is being handled on a roadshow basis.

"Rasputin, Saint or Sinner" stars Nikolai Malikoff and the Moscow Art Players in one of the most dramatic pictures ever presented, based on the intimate records and writings of friends and foes of the Mad Monk of Russia. It is a synchronized sensation.

This picture gives one of the finest portrayals of Rasputin, the famous figure of recent history. Numerous books and articles have been written about this strange figure of the Russian courts, who rose from peasantry to a dominant position, ruling Russia with his hypnotic power.

### Heard In

**B**INGHAMTON  
Comerford Takes Over Johnson City Here

By Dor

M. E. COMERFORD is taking over the Johnson City Goodwill Theatre, for years home of village's first-run pictures presented under indirect supervision of Endicott-Johnson Corp. . . . The name will be changed to Enjoy. . . . House will open Labor Day. . . . Considerable interest has been evinced in lobby decorations of Comerford's Bingo and J. C. houses. . . . Armed with a scroll saw, Comerford's Bingo experts have manufactured attractive illustrations for each coming event.

**SORRY TO HEAR** of the death of Jack Wood's mother. . . . Bingo service club men are being shown pictures of navy life by Chief Boatswain's Mate F. W. Senkowski as entertainment features for short noon luncheons. . . . Idea goes over big. . . . With razing of Strong Block, less than a stone's-throw from Bingo Theatre, talk of another movie house has been revived.

### Goldberg, Furman Up

Lou Goldberg, in charge of exploitation publicity of Warner's Broadway theatres, has been promoted to the newly created post of exploitation manager of all Warner Brothers-First National pictures by S. Charles Einfeld, Warner executive in charge of advertising and publicity. J. C. Furman succeeds.

### 700 File Out

More than 700 men, women and children in the RKO Proctor Theatre, Yonkers, filed out quietly and without disorder when a fire broke out in a restaurant adjoining the theatre.

### Ten Strike for W-W

World Wide has gotten away to a swell start in the local hemisphere.

Loew metropolitan circuit has purchased the product 100 per cent for the coming season.

Give a big hand to Ed Schnitzer, and also to Joe Brandt.

The 21-picture line-up certainly does look impressive.

### Incorporations

Exhibitors' Screen Service, Inc., of New York. To deal in the motion picture business.

Notice has been filed with the Secretary of State of change in capital of Paramount Publix Corporation of New York.

### Avon, Utica, Reopens

Closed for several weeks, Warner Avon, Utica, reopened August 24.

Previous schedule called for the reopening along about Labor Day, but Warner Brothers, according to Bert Leighton, local manager, "have confidence in the return of prosperity and faith in Utica," and the date was jumped ahead.

Garry Lassman will be continued as Avon manager, with Frank Bartholomay, assistant.

Progressive Teaching Aids Corporation of Manhattan. To deal in teaching aids of all kinds, motion pictures, etc.

**Hit a New HIGH**

**IN BOX OFFICE PROFITS**

**TRAILERS**  
*that pack a punch*

Step up your receipts—speed up your profits—flash these new trailers across your screen, and watch the audience pack your theatre night after night! These are the trailers exhibitors themselves asked for—trailers that don't stop at entertainment. They SELL!

**EXHIBITORS SCREEN SERVICE INC.**  
203 WEST 146TH STREET NEW YORK CITY EDGEcombe 4-6200  
DALLAS CHICAGO LOS ANGELES



# GOOD PICTURES ARE THE CURE FOR ALL BOX-OFFICE EVILS



2<sup>nd</sup> BIG WEEK ON BROADWAY!  
**AMERICAN MADNESS**  
 with **WALTER HUSTON**  
 PAT O'BRIEN - KAY JOHNSON  
 CONSTANCE CUMMINGS  
 GAVIN GORDON  
 A FRANK CAPRA production

2 BIG STARS UNITED AGAIN!  
**WAR CORRESPONDENT**  
 with **JACK HOLT**  
 RALPH GRAVES  
 LILA LEE  
 Directed by PAUL SLOANE

HOLLYWOOD TELLING ON ITSELF!  
**HOLLYWOOD SPEAKS**  
 with **GENEVIEVE TOBIN - PAT O'BRIEN**  
 Directed by **EDDIE BUZZELL**

FREAK SENSATION OF THE YEAR!  
**The BLONDE CAPTIVE**  
 AN ABSOLUTELY AUTHENTIC AMAZING ADVENTURE!

**MAYFAIR**

**Paramount**

**WINTER GARDEN**

**LOEW'S STATE**

Here's Proof-

**4 B'WAY ACE HOUSES PLAY COLUMBIA PICTURE SAME WEEK!**

Aug 25 '32 pg. 17

**AMERICAN MADNESS** is getting more editorial notice and greater reviews than any picture in years. The reigning sensation over the RKO circuit.

**WAR CORRESPONDENT** at the Paramount Pu—sure proof that the bringing together again of Holt-Graves team means box office happiness.

**THE BLONDE CAPTIVE** is now beginning to play the long half of the Loew Metropolitan time—60 houses. It gets this choice ace time because it has gotten the business over the Loew circuit and in hundreds of houses.

**HOLLYWOOD SPEAKS** at Warner's Winter Garden. Big showmen know what this peek through the keyholes of Hollywood will do to boost busin



YOU NEED 'EM—Columbia HAS 'EM!



# WHAT COULD HE DO WITH CAPTURED

Donna  
F



Here is another of those unusual stories that lend themselves to sensational exploitation....

A modern comedy-drama that fairly **LEAPS** out of the screen!

Not since "Robin Hood" have you seen a Fairbanks so adventurous... so thrilling!!

Aug25'32 pg. 18

Another



**THIS FEMALE TARZAN HE HAD  
IN THIS ISLAND JUNGLE?**

*las*

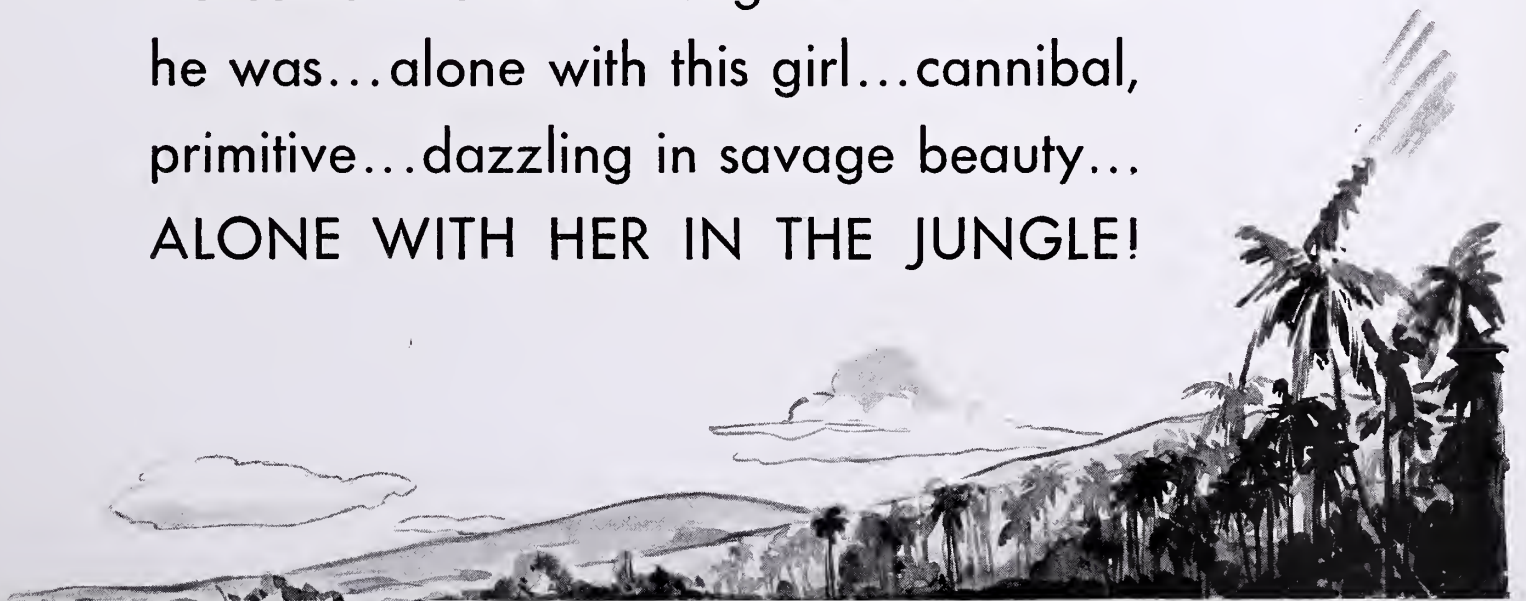
# **AIRBANKS**

*in*

## **Mr. Robinson CRUSOE**

Aug25'32 pg. 19

He couldn't kill her! He couldn't trap her!  
He couldn't chain or cage her! Yet here  
he was...alone with this girl...cannibal,  
primitive...dazzling in savage beauty...  
**ALONE WITH HER IN THE JUNGLE!**



**BIG UNITED ARTISTS' Picture**



## Heard In

## CROSSTOWN

Paramount Scores and Roxy Opens

ZACK FREEDMAN is managing the Audubon. . . Tom Robinson is managing the Lynbrook. . . Skouras possessions. . . Strand, Far Rockaway, is open. . . Adolph Brecher is managing the Little Carnegie. . . "Isle of Paradise," after its classy preview, opened at the Globe, Invincible handled. . . Tiffany has something to be proud of in that Capitol "Last Mile" date. . . Ted Leaper is managing the Roxy for Skouras and the receivers. . . With A. P. Waxman the publicity chief. . . Herman Whitman is managing the RKO Madison. . . Jersey Allied is out after the death of double features. . . We'll see. . . Warners report a loss of \$5,443,215.07 for nine months. . . Theatres accounted for most of it.

PARAMOUNT SCORED a ten strike with its invitations to critics from the leading cities. . . They were well satisfied with the results and so were the critics. . . Local houses are still marquee conscious. . . This business must still run in cycles. . . Walter Eberhardt, ERPI publicity chief, is vacationing. . . That Empire-RKO deal is probably off. . . And peace reigns between RKO and Loew. . . "Life Begins" began the new two-a-day season at the Hollywood. . . A vaudeville program may follow. . . S. Hempstead is handling publicity at the Brooklyn Fox.

ROXY, OF COURSE, is open until they decide how business is. . . Ben Goldman has the Grace, Brooklyn. . . Lido, Brooklyn, is being operated by Odie Operating Corporation. . . National, Newark, has changed hands. . . John Turner, the busman, took the Bronxdale Oper-Air Theatre. . . De Luxe, Newark, has changed hands. . . FeDora Amusement Corporation has taken the New Melrose, Bronx. . . Leon Segalbaum has the Orpheum, Newark. . . Shapiro and Goldfarb now operate the St. George, Linden, N. J. . . Oscar Shapiro has the Walnut, Newark.

THEY EXPECT those Radio City houses to open the day after Xmas. . . And the Academy of Music is now RKO booked. . . As reported. . . Loew's Circle is closed. . . So is the Rome. . . The Shapiros, man and wife, have taken unto themselves another theatre. . . The Ramona. . . Fox Terminal, Newark, reopens Labor Day, with a first-run policy. . . And so do a lot of others.

RELIANCE is making a picture out of "Mayor Harding of New York," written by a couple of other fellows. . . Which indicates that Reliance has its own idea on what may be movie material.

BILL WHITE is now Skouras departmental chief in the Manhattan and Bronx districts. . . Stanley Shuford is back from vacation. . . A. C. Blumenthal is kept busy with his suits, what with one motion or another.

BEN SHERMAN came out ahead in his tiff over the Manhattan Playhouses. . . Meyer and Schneider circuit brought injunction proceedings to prevent Sherman from operating the circuit. . . There was plenty of litigation.

## Rochester Perks

Theatre business in Rochester has taken a definite snap forward. Pick-up in other business has aroused a spirit of optimism so that people are spending more freely. Managers say the b. o. spurt is clear indication that people are show hungry. Publix entertainment of film critics in New York drew plenty of favorable comment in the newspapers on the pictures.

Return of vaudeville to Loew's Rochester, and reopening of the Capitol are seen as stimulating business rather than merely added competition.

## National Warner Show Voted Complete Success

The Warner Brothers National Exhibit of features to be released during the coming season has been voted a complete success.

In every exchange centre where the exhibits were held, hundreds of theatremen turned out to take a look at the forthcoming product, and endorsed the offerings of the company.

Here, Joe Vergesslich, metropolitan sales manager; Harry Decker, Brooklyn branch chief, and Harry Hummel, New Jersey manager, with Sam Lefkowitz, office manager, Warners New York exchange, took care of the showings at the Hollywood. The Park Central was the official hotel.

Exhibitors from all parts of the territory turned out.

Buffalo and Albany also has the showing.

## Projectionist Escapes

John Miller, Jr., projectionist at the Stanley, Utica, wife and daughter, and Donald Rood, electrician at the same house, and his wife and daughter, had narrow escapes from drowning in Oneida Lake, when the small pleasure craft in which they were riding as passengers rammed into an oil tanker.

## Brizee in Medina

Truman Brizee, house manager, Comerford's Capitol Theatre, Rochester, for the past two years, takes charge of the Diana, Medina, Warner house. New manager slated to come into the Capitol.

## Thomas Announces 50% of Product is Completed

## Lists Specials and Programmers in Announcement

Harry H. Thomas, president, First Division Exchanges, Inc., announces 50 per cent of the 1932-1933 product is now in the hands of eight companies.

"Monte Carlo Madness," starring Sari Maritza, is a gay comedy romance, with music, set against the romantic background of Monte Carlo. "The Ringer" is among the new season's thrillers; Monte Blue, in "The Stoker," marks this leading favorite's return to the screen. Chesterfield's latest production, "The Thrill of Youth," is a fast moving, up-to-the-minute drama of modern youth. The cast includes June Clyde, Allan Vincent, Dorothy Peterson, Ethel Clayton, Bryant Washburn, Lucy Beaumont.

"Escapade" is a tense, emotional drama. Cast composed of Sally Blane, Anthony Bushnell, Walter Long, Carmelita Geraghty and others. "A Midnight Lady" is a picture that is different to the nth degree. Lina Basquette, Claudia Dell, Sarah Padden, Theodore Von Eltz, John Darrow and Montagu Love in the cast. "Forbidden Company" is a story with a cast including Sally Blane, Mrytle Stedman, Josephine Dunn, Dorothy Christy, Bryant Washburn and David Durand. Hoot Gibson's "A Man's Land" is a western of superior quality. "Cowboy Counsellor," the second of the Hoot Gibson starring vehicles, again gives Hoot a chance to display his prowess as a western hero. "Avalanche" was made for the lovers of winter sports. "Wild Women of Borneo" is one of the first of the African jungle films.

Now, Harry H. Thomas is getting ready to launch his most important money-making attraction for the season—"Goono-Goono" (Love Drug)—a gorgeous spectacle, created and directed by Andre Roosevelt and Armand Denis.

## Haverstraw Deal Fails

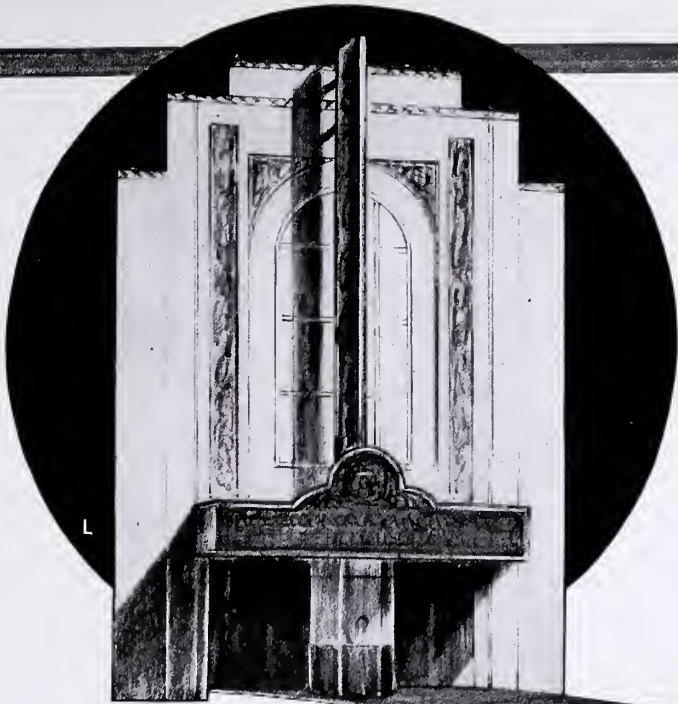
Situation in Haverstraw, 6,000 inhabitants, is quiet, with the Waldrons operating the Broadway, 1,000 seats, without competition. Deal announced some months ago, by which the Nistra Amusement Company of Brooklyn, was assumed to take over the old Capitol, has apparently fallen through. At any rate, a "For Sale" sign still appears on the front of the building, which looks the worse for two years of idleness.

## "The Painted Woman" Is From Fox



Peggy Shannon and Spencer Tracey are present in Fox production, "The Painted Woman," while Elissa Landi and Alexander Kirkland are also pictured.





A properly carpeted theatre invites patronage. The proper carpet for a theatre is one in which long-wearing quality of fabric is closely allied with sound absorbent quality. The pattern must be *theatrical*—the colors striking, yet harmonious. Just any carpet will not do for your theatre . . . and why should you pay fancy prices for ordinary carpet when you can buy National Exclusive Patterns in specially woven theatre carpets for less money?

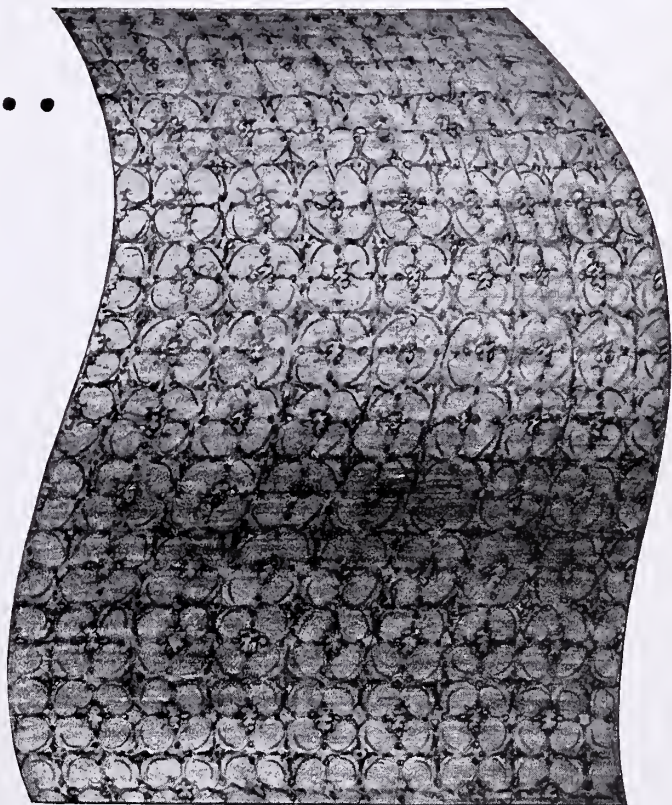
# The right CARPET for your theatre...

Extra weight, long-wearing, sound deadening fabrics that yield to the footstep with a feeling of luxury. A variety of exclusive *theatre patterns* in rich colors and distinctive designs to exactly harmonize with your decorative scheme.

**Right Service**—Our direct distributing connection with the world's largest carpet weavers, our expert knowledge of theatre floor covering—our nearness to you insures a completed job, correct in every detail.

**Right Prices**—We cannot be undersold on theatre carpets of comparable quality. Our new samples include a variety of weaves, grades and patterns to meet any floor covering appropriation. We can save money for you with specially reduced summer prices.

**Right Terms**—Through the National Financing Plan you can, with a modest down payment, install fresh, new carpeting now and pay for it on easy monthly instalments. MAIL THE COUPON FOR A PROPOSITION THAT WILL INTEREST YOU.



National Theatre Supply Company:  
(Mail to office nearest you)

You may without obligation, arrange to show samples and quote prices on carpeting for our theatre. We would need approximately \_\_\_\_\_yards.

Theatre \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Signed \_\_\_\_\_

Owner.

# National THEATRE SUPPLY COMPANY

1560 BROADWAY  
NEW YORK CITY



500 PEARL STREET  
BUFFALO, N. Y.



## Attempts to Iron Union Situation Failing Upstate

### Syracuse Conference Results in No Tangible Accomplishment

Parleys between executives and union workers have thus far failed to assure the return of flesh to Syracuse this fall.

William A. Downes, Lou Golding and Harry Royster, representing Loew's RKO and Paramount respectively, spent several days in Syracuse during the past week dickering with the stage hands' union, the Motion Picture Machine Operators' Union and the Syracuse Musicians' Protective Association. Adjustments and revision of contracts with each of the three groups have thus far failed to clear away the difficulties in the path of vaudeville's return. The stage hands, it is reported, are asking for the same clauses in their new contract which prevailed last season while the theatres demand concessions both as to numbers, conditions and salary.

#### Heard In

**E L M I R A**  
Watts Gets Over a Good One

By Jay

GREATEST THEATRICAL PUBLICITY STUNT ever offered in Elmira was launched by Harry Watts, local representative of Warner Brothers, in the form of a stage wedding in connection with the showing of "The First Year" at the Keeney Theatre. . . . One of the leading ministers performed the ceremony and the bride and bridegroom were given gifts of all kinds, a wedding dinner and a trip to New York, with a week at a leading hotel.

CRACKSMEN who entered the Fox Theatre, Corning, were unsuccessful in their efforts to open the office safe containing several hundred dollars, but did considerable damage to the vault, the combination knob being hacked off. . . . George Ward, Harrisburg, attache of a carnival company, died in a Sayre, Pa., hospital as the result of a bite by a rattlesnake. . . . Pastors of Canton, Pa., are beginning a campaign against Sunday movies, with considerable feeling aroused for and against the proposition.

#### Dellmore in Ilion

Arthur E. Dellmore, who has just come east from Los Angeles, where he was connected with Motion picture enterprises, is the new manager at the Warner Brothers' Capitol Theatre, Ilion.

#### Publix-RKO Set

Negotiations have been completed by RKO to take over control of the Yonkers Publix Strand Theatre. RKO operates the Proctor Theatre a few doors away from the Strand.

According to present plans the RKO will assume control about September 1.

## "Goona-Goono"—Roadshow Proportions—Approaches

(First Division, which gave the industry one of its biggest roadshow bets in "The Road to Ruin," is staking its exploitation reputation on "Goono-Goono," a showman's special, if ever there was one. This brief review gives some indication of the possibilities of the production. "Goono-Goono" (Love Drug) is an authentic melodrama of the Isle of Bali, created by Andre Roosevelt and Armand Denis. The symphonic score is by M. M. Kress Hartmann and Marcel Devaux, assisted by the Royal Balinese Gaelan Gong Orchestra of Belaloean. Original Balinese dances are by the Legong Dancing Girls. Fan dance is by I. Maria. Narrative is by Andre Roosevelt.)

Briefly, the story tells of a Prince of Bali who returns from several years in Europe with new ideas on women. He falls in love with a low-born beautiful fiancée of a coolie. To forestall any trouble, his father consents to the wedding of the two low-born natives. The prince conspires to send the husband away, and while he is gone, the wife is overcome by the goona-goona, a love drug. The husband returns, learns all, attacks the prince and kills him. Later he is killed himself.

The show, to be handled by First Division in a roadshow manner, offers numerous possibilities. It is the sort of picture that lends itself to heavy exploitation and the campaign around it will be fitting.

"Goono-Goono," in itself a swell title for this type of picture, stands to make out well where it is handled properly. It needs intensive selling and, with the aid of the accessories from the exchanges, should make out well. The piece has been well edited, has been splendidly directed, and the natives appear almost as professionals.

In this day and age, an attraction of this kind should be a standout. The present craze is for different pictures. "Goono-Goono" is just that.

#### Paramount, Syracuse Opens

Paramount, Syracuse, dark many weeks, reopens August 25 with "Horsefeathers." Andrew Roy, who opened the house originally, is again at the managerial helm. In spite of a lowered scale prevailing in other mainstem houses, Paramount will attempt to get 50 cents. Rialto will watch the Paramount box office closely, however, and act accordingly. All other mainstem houses are operating on a 35 cent top.

#### Newburgh Little Competitish

Newburgh is threatened with a Little Theatre movement, scene being Orange Lake, six miles away. This is regarded a continuation of the Elverhoj (Milton) project.

#### Incorporations

Explorer Submarine Corp. of Manhattan. To deal in motion pictures and films of all kinds.

Kansalt Producing Company, Inc. of Manhattan. To deal in plays, pictures, etc.

#### Uptown, Utica, Reopens

Uptown, Utica, former Robbins house, will reopen August 25 under management of Oneida Theatre Company, M. J. Kallett, Oneida, president. William T. MacNeilly, connected with an Oneida house, will be the manager.

Kallett operates Orpheum, Utica; Madison, Oneida; Capitol, Strand and Stanley, Rome, and Regent, Syracuse.

#### Cool Ushers

Level-headed ushers at the Music Hall Theatre, Tarrytown, averted a panic and saved hundreds of movie fans from possible serious injury when a piece of phosphorus, lying in an uncorked bottle, was kicked over under a seat and burst in flames.

More than 1,000 persons were in the theatre at the time and several women were badly frightened until the ushers restored order.

The capable theatre staff was in command at all times.

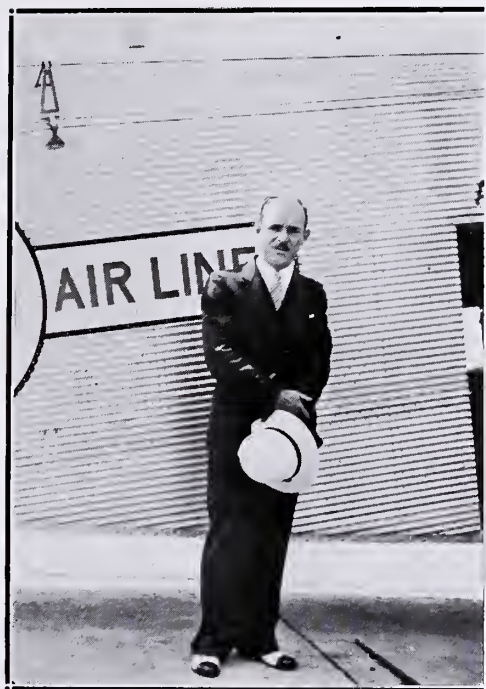
## "Dynamite Ranch" Is a Humdinger



Ken Maynard and Ruth Hall lead the cast in Tiffany and World Wide's "Dynamite Ranch."



**Air-Minded**



George Hirliman  
Uses the air exclusively when he travels as  
president of Exhibitors Screen Service.

**Loew's Takes "13th"**

Loew's Metropolitan Circuit has booked Monogram's "The Thirteenth Guest" for the entire New York circuit to play early in September. This is considered quite a tribute to Monogram's new program, as seldom does an independent picture receive the full circuit booking.

**Utica "Legit" Off**

Inability to rent any of the Warner-controlled theatres in Utica is given by Brace Conning as the reason for indefinite delay in the movement he is sponsoring to re-establish the Utica Civic Theatre.

**"New York World-Telegram" on "American Madness"**

It is on view at the Mayfair Theatre on Broadway. It is something pungently new in moving pictures. Generic offspring of "Of Thee I Sing," this talkie is pungent and new because it touches the reallest reality now current in American life—the reality of men and women and their money—the wherewithal to keep out of the poorhouse and the breadline.

It is a story of a run on a bank. It is the latest link in the short theatrical chain of productions, including "Face the Music," which, descending from the aforementioned "Of Thee I Sing," has for ancestor "Pinafore" and "Iolanthe." It recognizes the fact that vital economic or political problems can be moving and attract large crowds.

Newspapers discovered this in their earliest infancy; the movies did not discover it until the depression put things into playgoers' heads.

"American Madness" is a preachment, among other things. It shows, first, how a telephone girl, calling up another telephone operator with big news, started a run on a big bank. The bank had been robbed of \$50,000. The picture gives a fast succession of episodes in which one person after another retelling the telephone girl's story of the bank robbery, raises the amount lost from \$50,000 to \$5,000,000, bringing in the bank president erroneously as the culprit, setting phones frantically ringing and bringing one of the talkie's most realistic mobs to the tellers' windows of the bank, desperate to save their funds.

The main preachment, however, comes in a speech in which the bank president—the forceful Walter Huston—lectures a pinheaded board of directors on the crime of hoarding money in banks and starving business, starving also the thousands of employes who lose their jobs as production fails.

The American madness more subtly turns out to be not the insensate run on the bank, which is finally saved by small business men who force their way in droves through anguished depositor mob to deposit large and reassuring sums of money—this real and gigantic madness turns out to be the scaredness which causes business men to pinch their pennies, to try to save their own little isles of security while helping take all the confidence and substance out of American business generally.

Something new has come into the talkies in "American Madness," as in the more daring economically but far less plausible "Washington Masquerade." It is an underlying radicalism that is too clever and subtle to arm reactionary protest and so true that conviction and not protest is the natural reaction of the most selfish who see the pictures.

**"Life Begins" Gets Some Rave Pre-Views**



Loretta Young is the star of Warner's "Life Begins," a road show attraction.

**The 1932 Annual Motion Picture Handicap  
GOLF TOURNAMENT and DINNER-DANCE**

**under the auspices of "THE EXHIBITOR"**

LU LU TEMPLE C. C.  
Philadelphia  
Friday, Sept. 23rd



GENTLEMEN:

Here's my entry and \$10.00 for the Gala Festivities on Friday, Sept. 23rd.

My club handicap is.....

My five best scores are.....

SIGNED.....

ADDRESS.....

FIRM.....

Make checks payable to Golf Tournament Committee % "THE EXHIBITOR, 219 North Broad Street, Philadelphia

**DON'T DELAY—Entrance Fee on the Day of the Tournament, \$12.00**



## "Hearts of Humanity"

Capital Film is distributing "Hearts of Humanity," first of the Majestic productions of the new season, with Jean Hersholt heading a cast that includes Claudia Dell, Jackie Searle, Charles Delaney, J. Farrell MacDonald and others.

Young Searle, as Shandy, an "Irisher," who patches things up, steals the show, and the Christy Cabanne direction guarantees a steady pace.

"Hearts of Humanity," as the first Majestic, sets a new high standard for independent production. Capital has a real ace as its first for '32-'33.

## Myers Says Plenty on Youngclaus Decision

### Raps Those Who Minimize Victory

Those who have been decrying the results of the Youngclaus decision are taken to task by Abram Myers, president of Allied.

Myers charges that certain leaders hold that under the Youngclaus ruling, representatives of the various branches of the industry cannot co-operate in the solution of the industry's problems, including protection.

"This is unwarranted and misleading" says the Myers' statement which adds "The decision merely holds that the exchanges, chain theatres and subsidized exhibitor leaders may not combine and conspire to impose protection on independent theatres not participating or acquiescing in the proceedings.

"It puts an end to the activities of exhibitor leaders who profess to represent the independent theatres but who respond to the crack of the producers' whip in return for salaries, chain theatre dues and favors in connection with the operation of their own theatres.

"Exhibitor leaders by their criticisms of the Youngclaus decision condone all that Judge Munger condemned and lay themselves open to the implication that their real grievance is that they will no longer be able to preside over the independent exhibitors as viceroys of the producers.

"Exhibitor leaders whose plans to make themselves solid with the powers that be at the expense of helpless and uninformed independents were frustrated by the Youngclaus decision, now claim that the way has been left open for the chains acting individually, to negotiate for unlimited protection, free from the restraining influence of these leaders.

"There is reason and authority for saying that unreasonable protection, no matter how granted or obtained, is unlawful in and of itself."

## Billy Wilkerson Gives the Real Low-Down on Warners

*(From "The Hollywood Reporter," acknowledged coast daily leader, comes a tribute to Warner Brothers from Billy Wilkerson, its editor. Wilkerson, who makes no bones about the fact that his relations with Warners have been strained at times, comes to the front with a frank discussion of what the new season will hold in store. Certainly, this endorsement of Warner product from a man who is on the scene of production is real sincerity.—J. E.)*

For over a year this publication and Warners have had some differences. Warners did not like the way we ran this sheet and we were not over enthusiastic about the manner Warners handled a lot of things. If you are mad at someone, you just don't like to say anything nice about them if you can help it, but we have, in fairness and as our reward for fine productions, had to do more waving of the Warner flag than for almost any company as a result of the pictures that have been shown here in preview, during the past few months.

Back East several weeks ago we heard exhibitor ravings for Warners, we were told by showmen in New York, Chicago, Kansas City and here, what the Warner product has meant to them and only this morning a theatre owner from up North, having a large chain of independent theatres, came into this office to register his approval of the Warner-First National pictures and the treatment the Warner exchange-men give the theatre owner in his section of the country.

If we were so situated that we could only take the program of one company for exhibition in our house, if there was no other way to get around the situation, we would select the Warner-First National product as our pick for the first quarter, or probably the entire year. That's a broad statement and we will justify it.

In the first place, Warners has the greatest showman producer in our business in the person of Darryl Zanuck. That man knows story values as does no other Hollywood executive. His ideas for the most part are new, original; always with plenty of wallop and he is able to inspire those around him, his writers, his directors, his artists on the merits of the ideas, thereby getting a cooperation that is, otherwise unknown, in this cinema village. ZANUCK KNOWS.

Warners have had busts, as has every other company, but for the past two years their bloomers have been less than any of the other majors and although they have not had such terrific hits, smash attractions, their program summed up in box office figures, a statement of profit and loss for the theatre, has shown a better profit than any other outfit in the business. That's not our statement, but that of more than 175 theatre owners we have contacted during the past few months.

Warners are maneuvering themselves into a position that will make of that company one of the greatest profit-takers in the industry with another year like the past two. Whether they know it or not, the Warner name right now means more to exhibitors than all their stars. Warner is the draw, the other names are secondary because the public has learned over a two-year period that a picture from that organization is generally a GOOD SHOW.

Their product for the first quarter should top anything they have ever made, and that takes in the gangster era of two years ago. You won't get better pictures from any company than "Blessed Event," "Crooner," "One Way Passage," "Life Begins," "Doctor X," "Tiger Shark" and "A Successful Calamity." We have seen ALL those pictures with the exception of "Tiger Shark" and can, as a consequence, report our RAVE.

In addition to the above group you will get "Two Against the World," with Connie Bennett; "The Crash," with Chatterton; "Cabin in The Cotton," with Barthelmess; "You Said A Mouthful," with Joe E. Brown; "Women in Prison," with Barbara Stanwyck; "Twenty Thousand Years In Sing Sing," "Silver Dollar" and "I Am A Fugitive From A Chain Gang" during the first quarter.

No doubt you have noticed and praised the selection of the Warner stories—all down to earth, all new ideas and the majority of them excellent. Also you may have noticed that every player in those stories, even down to the smallest bits, has been a sterling performer. You know too that Warners have draws in Joe E. Brown, Bill Powell, Eddie Robinson, George Arliss, Dick Barthelmess, Ruth Chatterton, Kay Francis, Constance Bennett and many others under contract to them. The manner in which those stories have been written and directed also must have grabbed your admiration—well, these new pictures, the ones we have seen, have all that and more which gives us little doubt about the ones yet to be shown.

If you miss that Warner contract when it is brought around, you will miss some of the best shows that are to be released.

### Jones Sells Tale

Charles Reed Jones, director, publicity and advertising, Majestic Pictures Corporation, has sold the screen rights of his novel, "The King Murder," to George R. Batcheller, Chesterfield Motion Pictures Corporation.

Story will go into production very soon under the direction of Richard Thorpe.

Release title is announced as "The Broadway Mystery." "The King Murder" is the first of Jones' series of detective novels, featuring Leighton Swift, his amateur detective. "The King Murder" was awarded the E. P. Dutton Mystery Story Prize when it was published in 1929.

### Incorporations

Ivan Screenart Corporation of Manhattan. To deal in the motion picture film business.

Notice has been filed with the Secretary of State of a change in capital of Prudential Playhouses, Inc. of New York from 5,000 shares, no par value, to 10,000 shares, no par value. And of Prudential Playhouses Operating Company, Inc. of New York from 500 shares, no par value, to 1,000 shares, no par value.

Kin-O-Lux, Inc. of New York. To deal in motion picture supplies of all kinds.

Monopole Film Corporation of New York. To deal in commercial manufacturing, motion picture enterprises, etc.

Notice has been filed with the Secretary of State of surrender of authority of Walt Disney Productions, Ltd. of California. Also of the dissolution of Mutual Chaplins, Inc. of New York.



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Smart Kid

Al Bothner, Rose Theatre, Troy, sits with his audiences to get their reactions. When he played "Tarzan, the Ape Man," he sat near a youngster of eight. The boy asked him if Johnny Weismuller, playing Tarzan, really was brought up with the apes. Al said, "Yes" and the boy said, "I don't believe it. He has a vaccination mark on one arm, so he went to the same kind of a school I do."

## "Goona-Goono" Has Big Tie-up Schedule

"Goona-Goono," First Division's exploitation special, has a load of tie-ups.

Here are some that have been arranged. A cosmetic company has agreed to give away as high as 100,000 sample envelopes of face powder to be called "Goono-Goono." These will be furnished free to theatres, except for imprint charged. The cosmetic company will advertise the product extensively.

Plenty of travel agencies will combine because of the Bali angle. A special eight-page magazine for theatres has been arranged. Travel magazines are giving layouts. "The Cunarder," magazine of that line, is giving plenty of publicity.

Book companies, with Bali books, will combine to give the picture assistance. 24 sheets to be used.

Other details will be announced later.

## Joe Feldman Active

In connection with the showing of "The Crooner" at Warner's Strand Theatre, Albany, Joe Feldman, publicity man, arranged a crooner's marathon. He had many entries and each crooner was allowed to croon as long as his breath held out, a huge megaphone being placed over the marquee of the Strand for the crooners' use. Joe also arranged lobby exhibits of wild animals and reptiles for "Bring 'Em Back Alive"; of strange fish for "South Sea Adventures" and of Arctic equipment for "Igloo" at the Warner-Ritz Theatre.

Peekskill Theatre is celebrating its tenth anniversary this month with special programs.

## National Screen Idea

National Screen has sent out a novelty form of a three-month trailer reminder with something for every day in the week. It should be of assistance to theatres everywhere.

It also tells theatremen to check up on odds and ends every once in a while.

The new fall announcement trailer boosting the new season is also ready.

## Watch For "Once In a Lifetime"



Gregory Ratoff in Universal's "Once in a Lifetime" takes the part of a movie mogul, while the other two gentlemen may be seen in "Air Mail" and other U features.

## "News" Up

Print order on "Warner Bros. Illustrated Movie News," 16-page weekly fan paper distributed in Warners metropolitan theatres, hotels, and shops, has been increased from 75,000 to 100,000 to meet the demand of movie-goers who seek to keep posted on stars and pictures.

"Movie News" is edited by Myer Beck, Warners' Metropolitan Theatres publicity department. It is self-supporting and devoted to news and feature stories of Warner-First National stars.

An advertisement in Poughkeepsie newspapers by a theatre in that city read: "Alice in Wonderland," Charlie Chaplin—Scrappy children 10 cents."

## "Life Begins" Campaign

"Life Begins" opened August 23 at the Hollywood, a two a day picture with a two dollar top.

Striking feature about the campaign for "Life Begins" was the complete absence of ballyhoo. No exploitation stunts of any kind was used. For about a week prior to the opening, only the title and the date of the opening were announced. No descriptive copy of any kind was used with the ads.

## Living Music Day

With a sly dig at canned music, Kingston merchants as a prelude to Dollar Day held Living Music Day, with orchestras in attendance in the stores. Kingston and Broadway theatres co-operated with special concerts.

## For "Speak Easily"

As ballyhoo for the film "Speak Easily," Manager Edward J. Melnick, Rochester, introduced a novel lobby display. He ob-

tained an old-time bar with brass rail and an old-time bartender wielding the towel. Tie-up with manufacturers enabled him to serve near beer to all for a week.

## Seed on Job

In addition to his recent broadcast about "Warner Brothers' National Exhibit" over Station WKBW, Harry A. Seed, Warner branch manager, Buffalo, publicized the exhibit of 12 completed 1932-33 features to the general public via all Buffalo newspapers. Buffalo exhibit was attended by 500 exhibitors and an equal number of "patron guests" representing audiences. Buffalo exhibit was held at the Hollywood Theatre and official headquarters were at the Lafayette Hotel.

## Marquee Conscious

Local Rialto still continues marquee conscious.

Whenever the occasion arises, the boys go to the roof and the marquee to sell the show. It's okay until it's overdone.

More power to them.

**ST. CHARLES**

AN ENTIRE BLOCK ON THE BOARDWALK  
• ATLANTIC CITY •

A Smart Hotel in America's Smartest Resort

**VACATION**

dollars go farther at the St. Charles than ever. Choice location, fine meals, surf bathing from hotel, low rates—a stay at the St. Charles means the perfect vacation! Stay long for health, too.

**IDEAL CONVENTION FACILITIES**  
**ATTRACTIVE RATES**



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Once in a Lifetime"—U

Jack Oakie, Sidney Fox, Aline MacMahon, Russell Hopton, Zazu Pitts, Louise Fazenda, Gregory Ratoff, Onslow Stevens, Robert McWade.

After everyone thought U would clean up the show, "Once in a Lifetime" comes out as a grand laugh on Hollywood and a money picture. Oakie, as the dumb mastermind, who becomes a big Hollywood chief, and the rest of the cast are superb. The laughs are aplenty, the satire keen. This show will be in the money.

Estimate: Ditto.

## "Hell's Highway"—RKO

Richard Dix, Tom Brown, Louise Carter, Rochelle Hudson, C. Henry Gordon, Warner Richmond, Stanley Fields, Clarence Muse.

First of the chain gang cycle, nicely done, but only for adults. Brutal, exposing what are real conditions, with an eye to realism, "Hell's Highway" has been given neat production by Radio. What it may do depends upon the locale. As an offshoot of prison dramas, it leads the way in what probably will be another round of chain gang stories. Dix is okay.

Estimate: First in; sell it as such.

## "After Divorce"—Metro

Jackie Cooper, Conrad Nagel, Lewis Stone, Lois Wilson, David Newell, Lawrence Grant.

Domestic yarn of father and son love, with Cooper and Nagel sharing honors. As an interesting bit of emotional study, "After Divorce" becomes a neat neighborhood bit, and an audience satisfier. Patrons will like this.

Estimate: Nice program.

## "Passport to Hell"—Fox

Elissa Landi, Paul Lukas, Warner Oland, Alexander Kirkland, Donald Crisp, Earle Fox.

Typical down-in-the-jungles yarn with a triangle similar to those done time and time again. Landi again isn't given a break and the punches are telegraphed ahead.

Estimate: Just another movie.

## "Alias Panamint Jack"—WS

Jack Hoxie, Dorothy Gulliver, Kermit Maynard, Jack Rockway, Donald Keith.

Western with some new twists. Hoxie is as good as ever, and the followers of horse operas will get the usual number of thrills.

Estimate: Nice mare yarn.

## "70,000 Witnesses"—Para

Phillips Holmes, Dorothy Jordan, Charles Ruggles, John Mack Brown, Kenneth Thomson, Lew Cody, David Landau, J. Farrell MacDonald.

Picturization of a novel that got a lot of publicity, "70,000 Witnesses" shapes up as different screen material. A man is murdered in full view of 70,000 spectators. The story intrigues, the climax is thrilling. Another bulls-eye for Paramount.

Estimate: Different.

## "The Painted Woman"—Fox

Peggy Shannon, Spencer Tracey, William Boyd, Irving Pichel, Raul Roulien, Murray Kinnell.

One of those "everyone desires the woman" dramas, and not much different from the rest. Acting is better than the story. The tale handicaps everyone.

Estimate: Familiar.

## "Night Club Lady"—Col

Adolph Menjou, Mayo Methot, Skeets Gallagher, Greta Grandstedt, Albert Conti.

Once again Menjou is the sleek, suave detective, and as the sleuth who solves the murder mystery he contributes a neat performance. Columbia's picturization of a well-known novel keeps a steady pace, offers surprising entertainment.

Estimate: Fine program.

## "Love Me Tonight"—Para

Maurice Chevalier, Jeannette MacDonald, Charles Ruggles, Charles Butterworth, Myrna Loy.

One that the adjectives may be used for without restraint. Without a doubt the best example of American direction ever. Lyrics, songs, acting are swell. Probably Chevalier's best picture. Such a feature is a credit to the industry. "Love Me Tonight" should be a terrific success.

Estimate: Swell.

## "Hearts of Humanity"—Majestic

Jean Hersholt, Jackie Searle, Claudia Dell, Charles Delaney, J. Farrell MacDonald.

First of the Majestics, and something to be proud of. Hersholt, as the fatherly Semite who adopts Shandy, an Irishman, is given a run for his money by the young boy. The tale is one of emotional appeal, nicely directed. In short, "Hearts of Humanity" is a neat piece.

Estimate: Well done.

## "Robinson Crusoe"—UA

Doug Fairbanks, William Farnum, Earle Browne, Maria Alca.

Travel yarn with a semblance of plot that will have to carry because of the Fairbanks name. Different from his last, it offers a bit more in entertainment value. Fairbanks does what the title implies and the results are interesting.

Estimate: Fairbanks, that's all.

## "Most Dangerous Game"—RKO

Joel McCrea, Fay Wray, Leslie Banks, Robert Armstrong, Noble Johnson.

Novel yarn that has to do with hunting humans instead of wild animals, and certain to create comment. First of its kind, it will hold the interest, even if it gets the laughs afterwards. Radio has something different in the tale, and as an exploitation idea, it offers plenty.

Estimate: Different.

## "Cabin in the Cotton"—WB

Richard Barthelmess, Bette Davis, Dorothy Jordan, Henry B. Walthall, Dorothy Peterson, Berton Churchill.

They have Barthelmess back into the hills now, and the box office should benefit. The "To'able David" line will be worth something here, and the story, tale of a plodding farm youth, is just meat to the hinterlands. As a throwback to the kind of parts he uses so well, "Cabin" should click.

Estimate: Better than his last.

## "Tiger Shark"—WB

Edward G. Robinson, Richard Arlen, Zita Johann, Lila Bennett, Vince Barnett, J. Carroll Naish, William Ricciardi.

This brings Robinson back into the big dough. Triangle drama, amid a setting of fishing and shark fighting, it has been given a grand production by Warners, and a neat cast helps give a neat build-up to an interesting story. Robinson was never better, Arlen is another name, and the production fresh, attractive to theatre-goers.

Estimate: Box office.

## "Night Mayor"—Col.

Lew Tracey, Evelyn Knapp, Donald Dillaway, Eugene Pollette, Warren Hymer, Barbara Weeks, Vince Barnett.

Fashioned after one of our country's more prominent city officials, "Night Mayor" is racy, breezy, close to home. Tracey eats up the part, gives a great performance, and the script allows for many neat situations and laughs. The central character is easily recognized. "Night Mayor" is in.

Estimate: Up to standard and some new twists.

## "Okay America"—U

Lew Ayres, Maureen O'Sullivan, Louis Calhern, Walter Catlett, Alan Dinchart, Rollo Lloyd.

Columnist yarn that weaves in a kidnapping angle and a double-cross. If the columnist era hasn't passed out by the time this gets around, it should attract interest. As part of a cycle, it's just another picture; as a cleverly laid out story, aided by some fine acting by Ayres, it becomes another matter. Title is swell.

Estimate: Sell it.

## "13 Women"—RKO

Ricardo Cortez, Irene Dunne, Myrna Loy, Jill Esmond, Florence Eldredge, Kay Johnson, Mary Duncan.

Story of a woman who tried to send others to their death. "13 Women" is, at least, novel. The screen adaptation might have been better, but even this could not handicap Myrna Loy, who makes herself star material in the show. Ricardo Cortez, as the detective, hasn't much to do. The theme might prove a bit shocking to lots of folk.

Estimate: Might have been better.



# GOLF

## The 1932 Annual Motion Picture Golf Tournament and Dinner-Dance under the auspices of "THE EXHIBITOR"



**\$10.00**

COVERS  
EVERYTHING

- *The TIME*—on Friday, September the 23rd • • • Golfing all day for those desiring • • • Tournament starts at one-thirty • • • Dinner-Dance at eight • • • A full day!
- *The PLACE*—the palatial and hospitable Lu Lu Country Club in Philadelphia's delightful suburbs • • • Good food • • • Good fellowship!
- *The GIRL*—maybe your wife • • • Maybe someone else's • • • Who cares? • • • Everyone out for a good time—and getting one!

FILL OUT ENTRY BLANK ON PAGE 23





**"BABY STARS"**

...reaching "Baby  
...rlesk" inaugu-  
...ing a series  
...t will make  
...edy history.

Produced by  
Jack Hays



**REINALD WERRENRATH  
in  
"Spirit of the Campus"**

...e life and songs  
...our famous col-  
...ges, in six pic-  
...res.

Produced by Larry Kent



**TOM HOWARD in  
"The Mouse Trapper"**

...nd five other  
...OM HOWARD  
...COMEDIES

Produced by  
Larry Kent

and for ONE-REEL  
FEATURES\* too  
it's  
Educational

\* EDUCATIONAL'S new program of one-reel pictures is the greatest in its history. Every one a bit of real feature entertainment. The BABY STARS are taking the country by storm. REINALD WERRENRATH brings you one of the world's finest voices in "Spirit of the Campus." TOM HOWARD guarantees ten minutes of hilarious fun. And these other series, too, are packed with entertainment that will make any show better.



**TERRY-TOONS**

Produced by Frank Moser and Paul Terry

**BATTLE FOR LIFE**

The ruthless warfare of nature  
Produced by Nathan, Woodard and Fairbanks

**DO YOU REMEMBER?**

Memories of the gay nineties  
Produced by Johnnie Walker and Monroe Gold

**BRAY'S NATURGRAPHS**

Startling close-ups of animal life

**CAMERA ADVENTURES**

Adventures off the beaten track

**HODGE-PODGE**

Produced by  
Robert E. Gillaum

**BROADWAY GOSSIP**

A columnist news-reel  
Reported by Leo Donnelly



**Baby Stars Offer  
Riot of Laughter  
"THE PIE-COVERED WAGON"**

Producer ..... Jack Hays  
Direction ..... Charles Lamont  
Story ..... Jack Hays  
Photography ..... Dwight Warren  
Cast ..... The Baby Stars

A lot of babies, barely out of the cradle, romp across the screen in "The Pie-Covered Wagon" in a manner that supplies a howl in every foot of film. They hold up their dummies with one hand, and deliver their lines in such an adult fashion that it will tickle the risibilities of any picture-goer, no matter what age.

To say that they are a scream is putting it mildly. They are a complete panic with no reservations. And there isn't a showman in any part of the country who will hesitate a moment to spot this short on his program once he takes a peek at it.

It burlesques the "covered wagon" formula used in feature pictures. A gang of kid pioneers are attacked by another gang of kid Indians, with the pioneers routing their assailants in a custard-pie offensive. There even is a love story, the heroine being rescued from the Indians by her hero. Jack Hays deserves a prize of some sort for originating the idea, as do Charles Laren for direction, and Dwight Warren for photography.

From the  
**HOLLYWOOD REPORTER**

Aug 25 '32 b.c.



THE NEW YORK STATE

# EXHIBITOR

COVERING THREE FILM ZONES

AN EMANUEL-GOODWIN PUBLICATION

CIRCULATING  
IN NEW YORK  
STATE AND NORTH-  
ERN NEW JERSEY

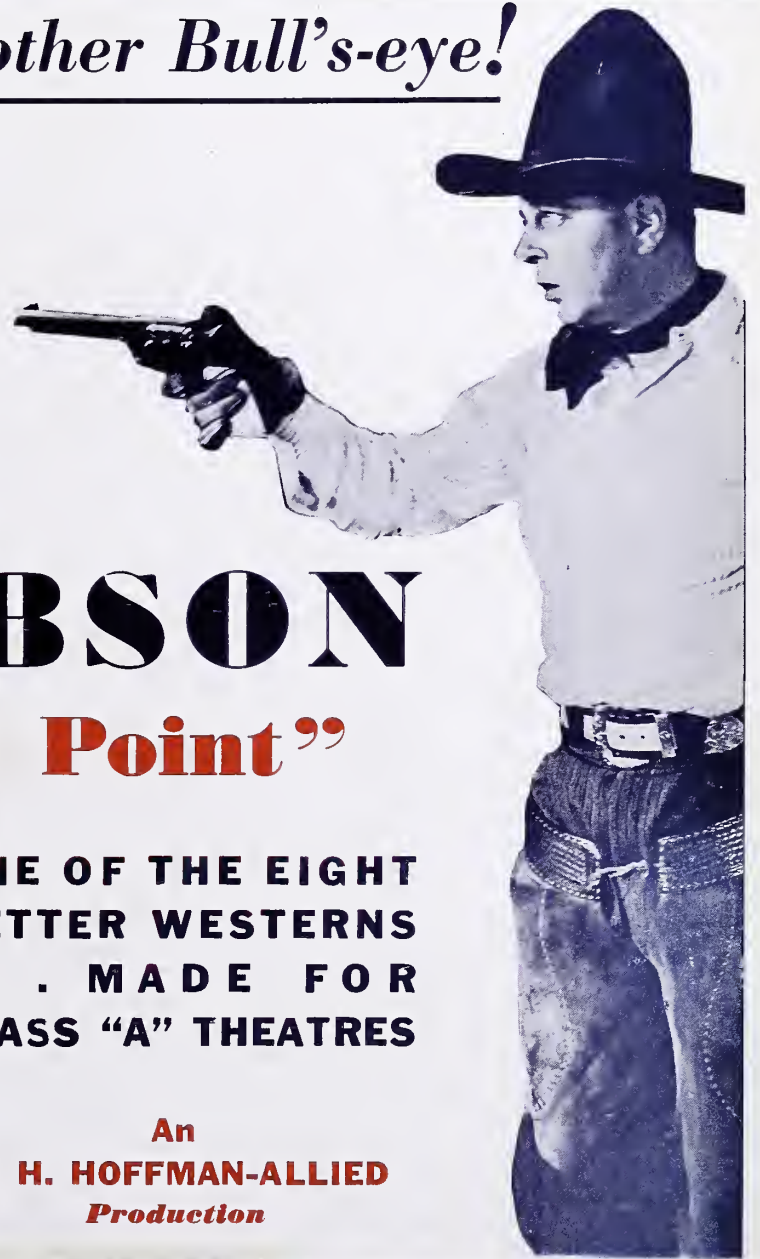
Vol. 5—No. 1

NEW YORK, SEPTEMBER 10, 1932

PRICE, 15 CENTS

*Here y'ar Pardner! Another Bull's-eye!*

The biggest name in his field  
... The Fairbanks, Pickford  
and Chaplin of Western Stars  
**... NOW! WHEN YOUR  
SCREEN SCREAMS FOR  
RED-BLOODED ACTION**  
we deliver ...



## HOOT GIBSON

in **"The Boiling Point"**



ONE OF THE EIGHT  
BETTER WESTERNS  
... MADE FOR  
CLASS "A" THEATRES

An  
**M. H. HOFFMAN-ALLIED**  
*Production*

**Pictures *not* Promises... from FIRST DIVISION!**



# Western Electric

... a proven

## patronage builder

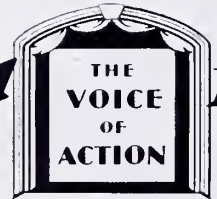
## year after year

**S**INCE 1926, Western Electric has maintained leadership by holding to the *highest possible standards of quality for recording and reproduction*. Outstanding results in 8836 Western Electric equipped theatres — including 2405 replacements of other equipments — prove the soundness of that policy!

ERPI's nation-wide staff of engineers — rendering a systematic trouble-prevention service — has protected exhibitors against costly breakdowns, assured maintenance of quality sound and made possible constant improvements over the six-year period.

Now — more than ever — Western Electric equipment is a *sound capital investment*. It affords financial stability, patent protection, assurance of highest quality of sound and continued development. Discriminating audiences will go to the theatre where Western Electric standards are maintained.

*Get your house in order now!*

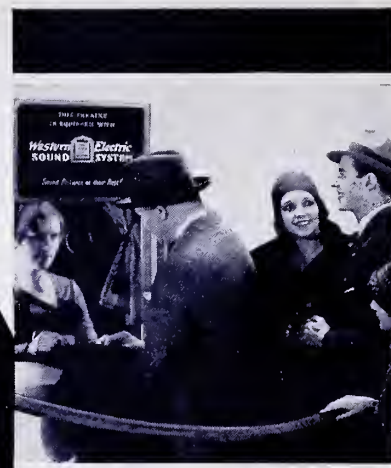
**Western**  **Electric**  
**SOUND SYSTEM**

Northern Electric in Canada

Distributed by

**Electrical Research Products Inc.**

250 West 57th Street, New York



6 years ... and  
6 mighty steps  
ahead!!!

**1926**

First commercial sound picture: recorded and reproduced by Western Electric.

**1927**

First all-talking picture: recorded and reproduced by Western Electric.

**1928**

Leading producers contract to record by Western Electric exclusively.

**1929**

ERPI's nation-wide service staff reduces program interruptions to 1-10 of 1%.

**1930**

New equipment makes Western Electric quality available to smallest theatres.

**1931**

Western Electric Noiseless Recording does away with all ground and surface noises.

**1932**

Western Electric Wide Range Sound brings talkies even closer to perfection.



# Time and time again! We're a hard lot to please!

No one, two or three screenings suffice on NATIONAL SCREEN TRAILERS. We're at 'em morning, noon and night, until they're perfect (or as wellnigh perfect as mere mortals can make 'em).

We call in the best brains of the theatres—their advertising and sales experts—we view and review, we discuss (and we cuss), pull apart and build up again, until our trailer is down to weight and in the best possible trim—a powerful magnet to convert your prospective patrons to box-office CUSTOMERS!

National Screen Service trailers carry a mighty wallop! They are packed with all the punch and appeal of the distributor's sales campaign plus our many years of trailer craftsmanship. You get the benefit—at your box office. TRAILERS BUILD BUSINESS!



## National Screen Service

### Ad-Vance Trailers

A Message  
from the Makers  
of the World's  
Finest Trailers

The rent of a trailer is so small, such a trivial item in theatre operation that its use is always positively profitable. Trailers unfailingly induce attendance, and pay for themselves with even a few extra admissions.

National Screen Ad-Vance Trailers are your first aid to better business



# Mr. PYTHON, m

*...you're both members*

## *Box-Office*



"Congratulations, Mr. Python . . . I just read in Motion Picture Herald that you're the *Box-Office Champion* for July, heading the list of the ten best attractions! And on top of that Ben Shlyen who runs Associated Publications out in Kansas City pins the August BLUE RIBBON FAMILY PICTURE AWARD on your manly chest! You sure did "BRING 'EM BACK ALIVE" and wrap yourself around some mean attendance records! Some Snake, I calls you! But did you hear the latest? Your little girl friend, Luana, just wriggled the folks in Cleveland out of four thousand more smackers on the week than you were able to squeeze out of 'em, and did I hang 'em on the chandeliers in New Orleans! Say, they were standing in the rain for hours! Lots of other towns said it with records too . . . I guess we're just a couple of real box-office babies! . . . I'm coming into New York next week . . . that Mayfair record of yours is going to be hard to beat . . . gosh! New York must be a big town if nearly a half million people saw you there . . . Well, wish me luck.

Aloha,

Luana, "THE BIRD OF PARADISE"

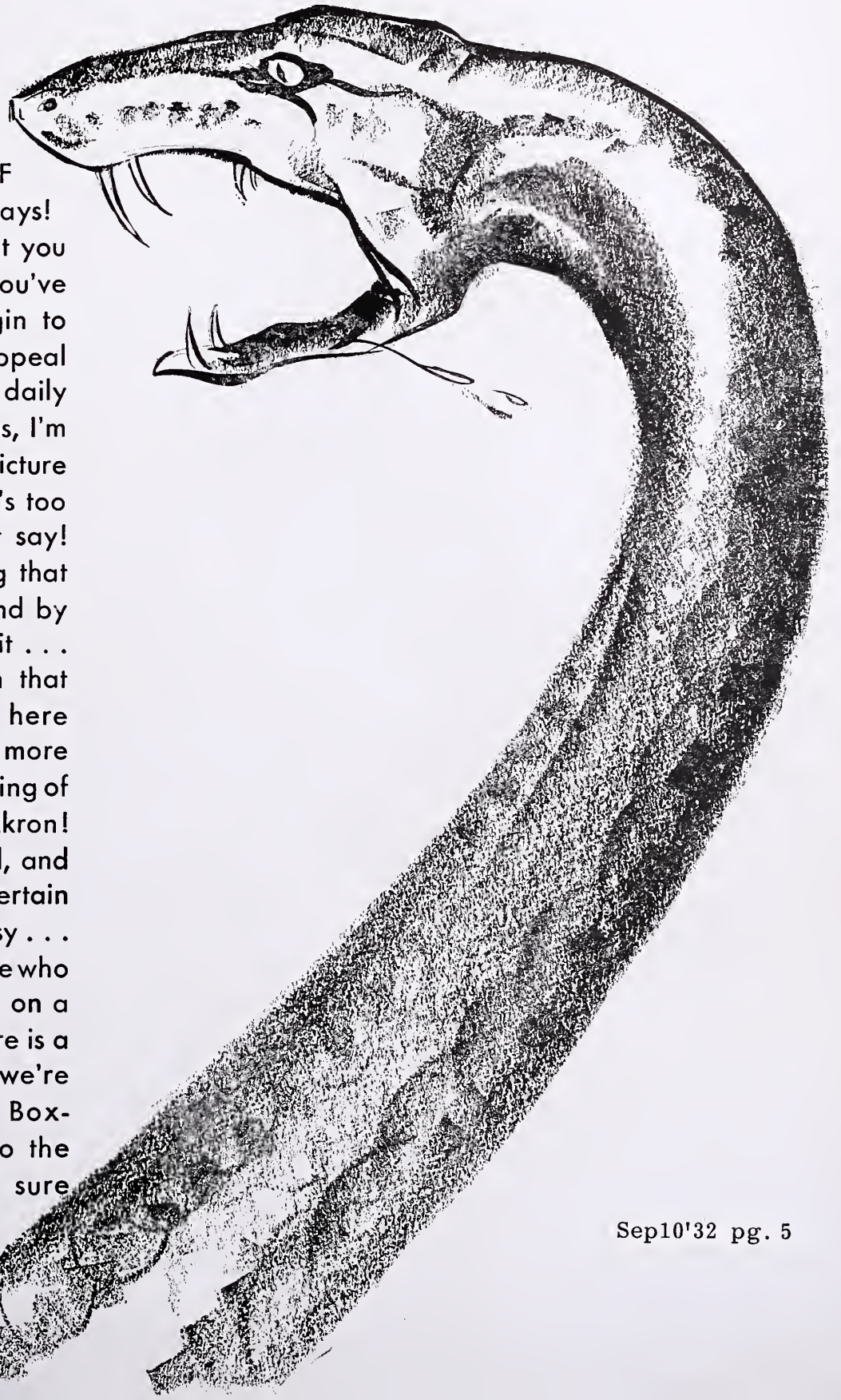


# Meet "The BIRD"

## of the *RKO-Radio Club!*...

"Well, Congratulations to you, Luana... I'll say you are some Bird... a real "BIRD OF PARADISE" to Theatres these days! I have just been reading about you in *VARIETY* and those records you've been smashing made me begin to wonder if I was losing my sex appeal... but I guess not from the daily reports that are coming in! Yes, I'm real proud of that Motion Picture Herald award and Ben Shlyen's too... but then I deserve it! But say!... What's the idea of busting that Toledo record of mine?... And by almost double too! And Detroit... I thought I was head man in that town for years to come and here you go and nip my record by more than three thousand, to say nothing of good old Kansas City and Akron! Certainly am proud of you girl, and while there is bound to be a certain amount of professional jealousy... still I can't help admiring anyone who can get a better strangle hold on a box-office than I can and it sure is a great feeling to know that we're "Bringing 'Em Back to the Box-Offices." Give my regards to the folks on Broadway... they sure treated me swell.

As ever, FRANK BUCK'S  
BAD BOY, "PYTHY."





# CLEAR THE BOX-OFFICE DECKS



**1. DASNEE**, the exotic child of langorous Bali, innocent as she is exquisite . . . .



**2. IS** worshipped by Wyan, the bronze, sun-kissed Coolie of her own caste . . . .



**4. ONLY** to the weird sorcerer in the moat is the secret of Goona-Goona an open book . . . Goona-Goona, the drug that awakens dormant passions . . . .



**3. AND** desired by Nonga, the noble of royal blood, though he is betrothed to the Princess Maday . . . .

U. S. RIGHTS  
**FIRST ANGLO CORPORATION**

DISTRIBUTED THROUGH  
"The World's Leading Independent"  
**FIRST DIVISION EXCHANGE**  
HARRY H. THOMAS  
Executive Offices, 1600 Broadway



# FOR THIS WEIRD DRAMA OF PRIMITIVE PASSION!

## GOONA-GOONA LOVE POWDER

Created on the "Isle of Bali" by  
Andre Roosevelt and Armand Denis



7. WYAN seeks revenge... with the deadly  
Kris, the Balinese symbol of honor...  
that faces Destiny with his back to the sacred  
village wall.

A powerful, exotic story intensified a  
thousand fold by the magic of the tropics  
—soft ocean breezes playing on moonlit  
shores... lithe, half-clad, sun-drenched  
bodies of a beautiful race... love and  
romance fanned by the easy, leisure life  
far beyond the pale of civilization.

6. SERONEE, Wyan's siren sister and friend  
of Dasnee, is unable to help her in  
her tragedy.

5. MADAY is helpless when Nongo, swept  
by the overwhelming strength of desire,  
forgets his sacred oath and wins Dasnee  
as she weakens beneath the spell of the  
sorcerer's potion.

Sep10'32 pg. 7

CAUGHT BY  
**PHOTOPLAY**  
AND RATED SURE-FIRE  
CIRCULATION 800,000

GOONA-GOONA—First Division

DON'T pass this by because you think it is  
another travelog. It is a charming love  
story taken from a legend in the island of Bali.  
Natives are the actors and the scenery is su-  
perb. Wyan, the native lover, looks like the  
Tarsan of Bali! And little Dasnee, the heroine,  
is exquisite. Entertaining and different.

### ROAD SHOW ACCESSORIES

- Smashing 24 sheets
- Oil paintings
- Fiction serialization for newspapers
- Nation-wide tie-up cosmetics
- Special trailers
- Eight-page magazine section throwaways
- Nation-wide travel agency tie-up
- Special articles in important magazines
- Countless novelties

OUGH  
pendent"  
ANGES, Inc.  
resident  
ay, New York



# The New York State EXHIBITOR

Issued on the Tenth and Twenty-fifth by

**Emanuel-Goodwin Publications**

219 North Broad Street, Philadelphia, Pa.

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Washington, D. C.

JAY EMANUEL  
Publisher

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All editorial and business communications should be addressed to the Philadelphia office.

Vol. 5, No. 1

September 10, 1932

## 10c Houses; Not Needed

**T**HE 10-cent motion picture theatre has no place in this business.

If it persists in sticking it should be regulated by the industry itself, for the benefit of the industry and the public itself, through refusal to sell product or through excessive protection. Where a 10-cent admission hurts the more expensive first-run in a city, there is a real reason for an exclusive run.

The other alternative is a protection schedule of as late a period as six months.

This declaration is one that results only after an exhaustive survey of the damage 10-cent houses are doing. In few other fields of endeavor will any observer find such drastic competition as a 10-cent house gives to a first-run that is burdened by terrific overhead.

Already there are evidences that the real reason for the exclusive run plan rests in this dime menace. George J. Schaefer, speaking for Paramount, says that where the 10-cent houses hurt first-run situations or subsequent runs, they will probably not be sold.

A 10-cent house can never be, in the light of present conditions, an asset to this industry. It should be relegated to the same ash heap as the nickelodeon.

The statement was once made that the movies suffer because they give too much for the money. The 10-cent house did not cause the top-heavy stage shows of the large circuits, an evil in itself, but it is a reflection on the business. When a distributor serves a 10-cent theatre that cuts deeply into the revenue of a higher priced house that cannot compete, that distributor is doing the business an injustice.

## The Code: Why?

**I**N case there were any who still remember the Hays organization for its celebrated code of advertising, it remained for Maurice "Red" Kann, "Motion Picture Daily," to point out that not so far from the very threshold of the Hays body a circuit theatre came out with copy on the front of the house reading: "The romance of a white girl 'gone native' with a black savage"—and another theatre nearby quoted almost the same kind of copy.

Affected by the Kann-quote, not a Hays-note, the copy was later changed.

It is no secret that both in production and exploitation some of the gentlemen in charge have gone haywire—much to the chagrin of the Hays lieutenants.

That the master mind himself is not untouched by material developments was evidenced by the fact that recently when an exhibitor-producer suit came up, the guiding genius of the M. P. P. D. A. found himself faced with an appearance in court.

As long as the industry claims it is cleaning up, and there are some who still won't believe it, let it include all branches. A body that rushes madly to proclaim what educators think of Mickey Mouse and horse operas and fails to check the sort of advertising indicated above is hardly the power it is supposed to be.

## Monkey Business

**I**NASMUCH as the majority of theatres in the country have not yet had a chance to participate in the prosperity hinted at by the leading productions now being unfurled, this is hardly the time to shout that happy days are here again. Grosses at key city runs seem to be improved, what with the terrific pressure brought to bear on the buying public by better productions, but the majority of exhibitors are still bemoaning the effects of the poor crop of summer shows.

There was a time when the industry gave quantity. The well-known law of averages supplied the necessary number of clicks. Then, with the doldrums, the promise was fewer but better. This, apparently, was anticipated but never realized.

The question of whether quantity affects quality, or whether the two have any connection, will never be settled by the printed word. Rube Goldberg, celebrated cartoonist, probably had the whole thing figured out recently when he pointed out, through his drawing route, that a movie magnate may spend \$1,000,000 to import a foreign star and make a super-production, but when the people get interested in the antics of a monkey in a picture that cost \$10,000, money means nothing.

And what can anyone do about it?

## Intelligent People

**E**VIDENTLY some exhibitors do know what pictures made money for them.

One of the mid-west booking combines, controlling 40 theatres in a strategic situation, has refused to do business with one distributor because the product fell down and the asking price is pre-depression.

Last week, another booking combine in the North-west found out the desires of its members and a company that once was big but which has gotten into a rut wasn't even mentioned.

Advice to exhibitors: there is no reason to believe that there is a silver-lined cloud coming along while it is still raining.





# Operators' War Takes on Serious Turn as Independents Buck 306 Domination

## Empire Forges Ahead

Empire Union, signing up the 59 Ochs, Century and Manhattan playhouses for three men each, now has nearly 200 houses in the fold.

There are about 420 houses in the immediate district that are available to be enrolled.

## Heard In

**44<sup>TH</sup> STREET**  
New Companies and a Sweet Tie-up

UNUSUAL PICTURES will be distributed in the local territory by Invincible. . . . Arthur Greenblatt and Dave Rosen Garten are quite enthused over the product. . . . Other deals will be set soon. . . . Stewart Moss is Capitol's Films' publicity purveyor. . . . First Division has been busier than ever getting dates set on the new season's product. . . . And "Goon-a-Goon-a" is being set for a Broadway run. . . . This is Carl Laemmle, Jr. month and Leo Abrams is giving it a lot of attention at the local U exchange. . . . While "The Crooked Circle" is something for Ed Schnitzer to brag about. . . . And having seen "The Bird of Paradise," believe Bob Wolff when he tells you that Radio has something.

ARTHUR JAWITZ and Sam Reiss now have the Royal Film Exchange, in the Film Center. . . . They have three pictures set. . . . Marty Schiff, U office manager, and Helen Kalman made it Mr. and Mrs. last week-end, following it up with one of those Havana honeymoons. . . . The office and the street wish them well.

STEWART B. MOSS, Capital Films, engineered a sweet tie-up for that "Phantom Express." . . . A Majestic production. . . . Billy Benson, First Division salesman, wants to establish his identity right now. . . . And

## Price Cuts

Springer-Cocalis, who helped popularize the triple and double feature ideas, now are reported entering into an agreement with Skouras, whereby seven upper Broadway houses will slash scales from 55 to 40 cents.

Local exhibitors point out that the Skouras brothers have raised havoc with accepted practices in the local territory, tending to make for confusion. It is no secret that the local situation is more befuddled regarding buying, price-cutting protection, double features and premiums than at any time.

## Phosphorus Bombing Latest Move — Court Action Aplenty — Slander, Too — Kaplan Regime Intends To Keep Up Picketing — Chains, Also

The first blow has been struck in the current war between independent exhibitors and Local 306, Kaplan projectionists' union.

Here are the latest developments:

**Bombing of the Farragut and Marine, Brooklyn, by throwing of phosphorus bottles.**

**Further hearing in the \$200,000 suit against local distributors by Local 306.**

**Loss of more independent houses to Empire Union.**

**Picketing of both chain and inde houses by both 306 and Empire.**

**Restriction of picketing to one man by the courts.**

**Intervention of the Brooklyn District Attorney's office into the affair.**

**Attempts of chains to have pickets called off houses where they employ 306 operators.**

**Intention of Sam Kaplan to open more theatres and 24-sheet the contested areas.**

**Slander charge brought against a manager by Local 306.**

Seven were hurt when bottles of phosphorus, believed to have been thrown by labor sympathizers, broke in the Century circuit Farragut and Marine, Brooklyn. The injured were present at the Farragut and were given treatment. All the patrons left the theatre, but later returned.

The Brooklyn District Attorney's office began an immediate investigation.

Meanwhile, hearing of the Kaplan suit against distributors declaring restraint of trade, and asking \$200,000 damages, was

Dick Perry intends to lay aside his fishing tackle for the rest of the season to corral some more accounts for First Division. . . . Dave Brill, with Capital, claims "Rasputin" is breaking all records.

MILT KUSELL, who is extremely optimistic over the future (and why shouldn't he be with Paramount coming along strong), has been kept busy guiding the destinies of his entire New York district. . . . He expects big things from "Blonde Venus," in which he is concurred with by Messrs. Randel, Seigel and Sweigert, his associates.

AMERICAN FILM EXCHANGE is now operating in Film Center. . . . Lou Moskowitz is in charge. . . . Jack Bellman is back from the coast. . . . Herman Gluckman is distributing "Enlighten Thy Daughter" and "Child for Sale," which are being shot now. . . . They will be produced on a lavish scale and aimed directly at the box office. . . . They're still talking about the success of the Warner national exhibits. . . . Arthur Greenblatt's "Isle of Paradise" made a nice return for theatre and exchange at the Globe showing. . . . It was well sold. . . . Even if there are squawks about Loew protection, the exchanges will probably not do anything about it.

scheduled for this week. The Kaplan declaration is that the open-air theatres run by the union are for sick benefit purposes and for replenishment of the dues funds.

Charlie O'Reilly has entered the scene as an arbitrator, it is believed, with houses members of the T. O. C. C. organizing an arbitration board to deliberate cases in connection with Empire union operators. During the past month, the Kaplan 306 union has lost a lot of ground to Empire.

Picketing, restricted by the courts to one man to a house, continues, with some of the circuit theatres using 306 also being included. Attempts have been made to have Empire call off their pickets.

That 306 has a heavy war chest is indicated, with Sam Kaplan evidently intending to use all mediums to press his fight with the aid of the public. Meanwhile, the manager of the Decatur Theatre was hailed into court on a slander charge, because he is alleged to have said pickets caused crowds in front of this theatre. This is said to have been included in a sworn affidavit.

The whole affair started when 306 refused to give healthy slashes to houses using their men. Empire is admittedly cutting way under 306 scales, with the index turning toward the more reasonable union.

Local 306 is a part of the national projectionists body, but the national has never had much influence with the local.

## Booking Jams Cause New Suburban Alliances

### Seider, Kutinsky, RKO Mentioned in Deals

Product jams have caused some new booking arrangements in the Long Island sector.

With the Kutinsky operated Community, Queens Village, L. I., in between the Schwartz and Seider houses, the theatre is now being booked by Joe Seider, of Prudential.

Likewise, in Rockville Center, RKO has taken over the booking and buying for the Strand.

It is reported also that Skouras and Springer-Cocalis have entered into an agreement whereby the Nemo and Riverside Theatres will be booked by the latter because of the upper Broadway situation.

Other deals by competing factions are expected shortly.



### Jersey Meetings Resume

Jersey Allied is resuming its series of weekly meetings. September sessions are scheduled for the 13th, 20th and 27th. Buying of film will be the first subject to be discussed.

### Heard In

## HUDSON COUNTY

Savage Offers and Salmon Visits

By Ike

A. W. SAVAGE, owner of Bishop's Theatre, Hoboken, went to Police Inspector Kiely and offered to close a sex film, "Creation of Love," if the inspector considered it too risqué. . . . Mike Neary, Tivoli, back from vacation. . . . Arthur Mackie plays a considerably better golf game than the writer. . . . Sam Goldman, manager Central, celebrated his —th birthday by a fortnight trip to his home town, St. Louis. . . . Josephine Carlo has completed four years as Stanley cashier. . . . George Wedemeyer had a bad attack of laryngitis. . . . Bob Deitch acted as Stanley treasurer while Al Mann was on vacation. . . . He took care of the advertising work as per usual also. . . . Bill Colgan was another busy fellow during August. . . . Frank Feeny takes care of the aquarium on the Loew mezzanine.

MONTE SALMON visited on the Stem. . . . Just returned from Yurup. . . . Charlie Carroll and Lou Hart landed on the front page of the N. Y. Morntelly with a Carrollian horse stunt involving Tex Guinan. . . . Joe Jordan leading Loew's orchestra. . . . Edgar Wallick is the new manager of the Rockland, Nyack, a Skouras house. . . . Mickey Kippel has been spending his leisure time at Jones Beach. . . . John Maloney will be a daddy soon. . . . Mildred Faller takes a daily swim. . . . J. Gallagher back from vacation. . . . Buddy Saymon learning how to drive a car. . . . Dot Scott has been spending the week-end at Belvidere Beach.

SEVEN YOUNG MEN attempting to force their way into the Orpheum broke a glass door. . . . On complaint of Manager Jim Brennan they were arrested. . . . Charge, disorderly conduct. . . . Joseph Rosthal, Jersey City lawyer, plans to take off from Roosevelt Field, L. I., September 15, with Arthur Loew, official of Loew's Theatres, Inc., and MGM, on a round-the-world business trip. . . . Planes will be used much of the distance. . . . Maurie Stahl, division manager of the Skouras houses, has made numerous managerial shifts for the fall season. . . . Al Unger, from the Capitol to the Liberty (Elizabeth). . . . Mike Neary, from Tivoli to Capitol. . . . Harry Hanbury, from the Palisades (in Bergen County) to the Tivoli. . . . John Nysten, from the Plaza (Englewood) to the Rialto. . . . Peter Mann, from the Queen Anne (Bogota) to the Strand. . . . Dave Bromberg to the Park Lane from the Strand. . . . Joe Lurie to the Queen Anne in Bogota. . . . George Nichols to the Plaza (Englewood). . . . Teddy Joyce is with a Fanchon-Marco unit.

MAURICE HATOFF, State manager, announces he has contracted to show all Columbia, Universal and Fox pics. . . . State

### "The Western Limited" Is On Time



Estelle Taylor, Edmund Burns and a lot of favorites are in the First Division-distributed Monogram production, "The Western Limited."

### Canajoharie House Opens

Strand Theatre, Canajoharie, has just reopened under management of E. A. Bauder, formerly connected with Olympic, Utica. New corporation is now in process of organization, with Morris Shulman, present manager of the Olympic and formerly of Syracuse, a leading spirit. The theatre has been leased from the owner, Jack Vasill, Canajoharie.

and Stanley will divide Para output. . . . Recent award of an auto at the Fulton drew so much biz, Manager Jack Keale plans to give another away September 15. . . . William Oscar gathers movie star stills for his daughter. . . . Loew's ushers are assiduously collecting autographs from the stage celebs playing the house.

### Incorporations

United States Film Corporation of Manhattan. To deal in motion picture apparatus. Capital stock, 200 shares, no par value.

Film Purchasing Corporation of Manhattan. To deal in the motion picture business. Capital stock, \$20,000.

Enterprise Film Corporation of New York. To deal in general motion picture business. Capital stock, 10 shares, no par value.

Screenart Pictures, Inc., of Manhattan. To deal in the motion picture business. Capital stock, 300 shares, no par value.

Motion Picture Sales and Service Co., Inc., of Manhattan. To deal in the motion picture business. Capital stock, 200 shares, no par value.

Notice has been filed with the Secretary of State of a change in capital of Majestic Pictures, Inc., of New York, from 200 shares, no par value, to \$125,000 at \$100 a share. Also of the change of name from Majestic Pictures, Inc., to Majestic Pictures Corporation.

### "This Sporting Age" Is a Jack Holt Feature



Jack Holt, Evalyn Knapp, Walter Byron and others are in Columbia's "This Sporting Age."



# Allied Sponsors National Consensus of Buying Policies for Next Season

## State Allied Meets

Secretary Frank V. Walsh, of New York Allied, has called a general meeting of the organization for September 15, in the Hotel Washington, Newburgh.

Recent developments have indicated more than ever the need of the organization, it is said. Difficulties over contracts are, of course, paramount.

It is explained that it is not the purpose of Allied to tell any particular manager what he shall do and what he shall not do; but it is emphasized that if he is in need of help from Allied, he will get it.

The Newburgh meeting will be the first general gathering of New York Allied in several weeks. Organization work is proceeding, and the larger part of the state is now reported to be fairly represented in the membership.

## Heard In

**PATERSON**  
Hohokus Movies and  
Blumenthal Buys

By Jim

HOHOKUS was the scene of a motion picture taking job the other day when the New Jersey Safety Council took pictures of a famous racer, skidding on a wet pavement at a speed of 60 miles an hour. . . . The picture will be used in a safety-first campaign. . . . J. Edward Helwig, manager, Rivoli, was among the gay through sojourning at Saratoga.

A LARGE NUMBER of Warner Brothers' employees in Northern New Jersey enjoyed a pleasant night boat ride up the Hudson River last week. . . . The trip started at midnight from New York City and lasted till 7.30 P. M. . . . Dancing and various other entertainments were enjoyed. . . . Among those who attended from the Fabian Theatre, this city, were: Miss Marie Brennan, Miss Emily Helwig, Miss Martha Helwig, Mr. and Mrs. Arthur McCann, Miss Marie Ruddy, Miss Ernestine Miller, Mrs. Timothy Kane, Miss Margaret Kane, Miss Ella Carlough, Mr. and Mrs. H. B. Lewis, Miss Josephine Hynie, Mrs. Regina Trueman, Edward Maltini, Frank Larrabee, John Barrett, Frank Plowman, John O'Neill, James Murphy, Marian Ainscough, James Robinson. . . . Manager J. E. Helwig, Rivoli Theatre, is taking advantage of the Washington Bicentennial and the newly awakened interest in Colonial things.

MEL ACKERMAN, Garden Theatre, denies the report that he is engaged. . . . Irving Liner scoffs at the idea of vacations. . . . Jack Guinzberg, Majestic, claims more business this summer than ever before. . . . Colonial, Pompton Lakes, and the Butler Theatre, Butler, have been sold according to an announcement by Sigmund Schlenger.

## Asks Members To Indicate Attitude On Various Problems — Questionnaire Gives Full Coverage — Scope Comprehensive

Allied, through its individual units, is sponsoring a questionnaire, which, when tabulated, will give the organization a good line on what's what with the buying and selling policies in this industry.

Results of the survey will be tabulated nationally and will, it is believed, be of value to every member of the organization. Here is the questionnaire:

1. What companies are demanding increased rental for their 1932-33 product?
2. What companies have lowered their prices for 1932-33 product?
3. What film companies are attempting to sell you percentage pictures?
4. Have you been approached on any exclusive runs? If so, by what companies?
5. What companies' product have you purchased for 1932-33?
6. What film companies are insisting that you buy their complete block of pictures?
7. Are there any film companies insisting that you purchase shorts or newsreels before accepting contracts? If so, which ones?
8. What companies have co-operated with you with adjustments on 1931-32 contracts?
9. What companies refused adjustments on 1931-32 contracts?
10. State briefly whether any company is giving protection to chain theatres over your theatre.

## RKO Yonkers Move

Yonkers' Publix Strand was formally taken over by RKO, September 1, and a two-feature policy inaugurated. There was no change in the personnel.

## Yonkers' Vaude Back

RKO-Proctor Theatre and the Lowe Theatre, Yonkers, are preparing to resume their vaudeville programs, suspended during the summer months.

## Seek Star Stop

Further attempts are being made to put a stop to the star system of reviewing pictures.

It is felt that the star system does not give a true verdict on the show, and that difference of one star may mean \$10,000 in a local B'way run.

If the practice is not stopped, it is felt that some critics' co-operation will be secured whereby dozens of stars will be handed out so that the practice will be ridiculed. The star system, it is felt, minimizes what the real attractions of the picture are.

## Heard In

**PASSAIC**  
Hecht Better and Assessors  
Cut

By Eye-Ess

MAX HECHT, manager of the Rialto here, who was held up by four gunmen not so long ago, recovered from the shock by taking a brief vacation at Saratoga. . . . Pashman Brothers, who manage the Strand in Clifton, showed another foreign talkie, an Italian feature, and drew a big house. . . . George Birkner, assistant to Manager Bill Weiss at the Capitol (Warner Bros.), has just returned from a little vacation, fit as a fiddle and ready for work.

LOCAL MOVIES breathed a loud sigh of relief when their tax burdens were lifted somewhat. . . . Assessments on Stanley Fabian property was cut \$22,300. . . . Capitol was allowed a cut of \$25,000. . . . Palace Amusement Company's figure was chopped \$4,800. . . . Tax assessors lopped \$15,000 off the Clifton Amusement Company's assessment. . . . Nature offered plenty of competition to local movie houses during the eclipse. . . . First Hungarian talkie was shown at the Strand last week and drew a large crowd. . . . The picture was put on at 11.15, right after the final evening show. . . . The Pashman Brothers have had a lot of success with foreign talkies, drawing from the large alien population that has settled in the mill district here.

DANIEL SHEPHERD, manager Rivoli, Rutherford, reports inauguration of RKO Greater Show Season. . . . They will exhibit special features between September 3 and 30. . . . Sam Pashman, one of the owners of the Strand in Clifton, is vacationing at Asbury Park. . . . Playhouse Theatre, which was the town's finest movie and vaudeville house not so many years ago, and which catered later to stock shows and Italian dramatic presentations, has closed down.

. . . Theatres will be taken over by a corporation headed by Harold Blumenthal, who has been city manager for Warner Brothers in Passaic for years and was formerly with Skouras, Elizabeth. . . . Charles Michelson will be retained as manager of both theatres. . . . Frank Costa, manager, new Warner Brothers' theatre, Ridgewood, has taken that long promised vacation that he won in the movie popularity contest. . . . Eugene Brill, usher in a Westwood theatre, allegedly beaten by Albert Hutchinson, moving picture operator, is steadily improving. . . . Charles L. Dooley, district manager, Warner Brothers, reports most gratifying patronage throughout his district.



Heard In

**A**LBANY

Thompson's Little Boy and "Skin 'Em Alive"

By Bill

HARRY THOMPSON, booker for Skouras' Albany and Buffalo, brought his strapping big young son along with him to Albany late in August. . . . Bill Wood, Hippodrome, Little Falls, has worked out an admission scheme by which he sells two-for-one tickets and gives prizes of \$500 and an automobile to lucky number holders. . . . County fair put a crimp in business in Lowville for a few days. . . . Bill Kennedy, Rouses Point and Champlain exhibitor, has been touring Canada on his vacation.

TO BE A WARNER MANAGER is to be jumped from one post to another. . . . Only last month in THE NEW YORK STATE EXHIBITOR I reported that Bert Jackson had been appointed manager of the Warner Troy Theatre, Troy. . . . Now Bert Jackson has been transferred to the Strand, Elmira, and Vernon Reevy, who comes all the way from Omaha, will succeed Jackson in Troy. . . . Bert Hoffman, former manager of the Warner Lincoln, Troy, has been replaced by Leo Rosen, former manager of the Strand, Syracuse. . . . Vincent Daly, of the Pastime, Granville, made his own talkie equipment and kept it in his theatre for a long time. . . . Now he has installed a Lincrophone.

CHARLIE SESSONSKY, Watertown exhibitor, insists upon calling "Bring 'Em Back Alive" by another name. . . . According to "Daisy" Halligan, RKO exchange manager, Sessonisky says that the terms are so tough that the picture ought to be called "Skin 'Em Alive." . . . Abe Van Deusen, RKO booker, had a date with the Saratoga races every Saturday afternoon in August. . . . Abe knows the ponies almost as well as he knows booking pictures—and that's saying a lot. . . . Ralph Pielow, Jr., was threatened with pneumonia while at his father's Saratoga Lake camp, but a few days in the Saratoga hospital made him all right again.

CAMILLIE SUZIE ALLI, poster clerk, Columbia exchange, Albany, is the only girl poster clerk in all Columbia exchanges who had held first place in the national standings for the past four weeks. . . . It was raining

dollar bills along Film Row one day last month. . . . Charlie Johnston, Columbia manager, was standing in front of his exchange talking to Bill Raynor, Educational manager. . . . They were hailed by a man who had just been selling water coolers when this man looked down and saw

two one dollar bills on the sidewalk that had entirely escaped the attention of Johnston and Raynor. . . . At almost the same moment and while stooping to pick up the two, he saw another dollar bill under the automobile of Tony Ryan, Fox manager.

JERRY LA ROCQUE, Fairyland, Warrensburg, is singing a song of better times. . . . His August this year was much better than last year, he says. . . . Jerry sells popcorn in front of his theatre. . . . Ralph Pielow spent Labor Day at his Saratoga Lake



Camillie

**"The Phantom Express" Is a Rip-Roader**



With Sally Blane, William Collier, Jr., Bryant Washburn and J. Farrell MacDonald in Majestic's railroad thriller. Capital and Filmcraft distribute.

camp and then packed up and returned with Mrs. Pielow and Ralph, Jr., to town. . . . Albany first-run Warner and C. H. Buckley theatres have gone back to their former 50 and 35-cent tops.

FRED PERRY, Manager, Capitol Theatre, Binghamton, slipped on the marble steps leading from his balcony recently, and in falling broke an arm and fractured his skull. . . . He is in the Binghamton Hospital. . . . William Liebler, former Albany Educational salesman, has been transferred to Cleveland as assistant manager and city salesman. . . . Jimmy Rose, formerly a Fox theatre manager and Pathe salesman, will succeed Liebler as Albany salesman. Police interfered with Texas Guinan and her show at RKO Palace Theatre, Albany, forcing Tex to cover up her girls. . . . Henry Grossman, Hudson, firm of Freeder and Grossman, was in the drug business before he came to pictures. . . . He found he was being robbed and quit the business. . . . "I decided to go into a business where there are honest people, so I became an exhibitor," says Grossman. . . . But he brought along as partner Henry Freeder, his brother-in-law, who is also a lawyer.

AL SHERMAN and wife celebrated their 5th wedding anniversary by taking a trip up the Hudson. . . . They had a nice time. . . . Sherman is the M. P. editor of the "Morning Telegraph."

**James Roe Passes**

Following a six-weeks' illness, James H. Roe, proprietor of the Turn Hall Theatre, Syracuse, for twenty-four years, and associated with the motion picture industry for more than thirty years, died at the Hospital of the Good Shepherd, August 25. At the time of his death he was president of the Syracuse Exhibitors Board of Trade. He had been associated at various times with the Globe and Arcadia Theatres and was interested in the management of the Palace when taken ill.

**Rochester Feud Settled**

Manager Elmer M. Loritz has settled the controversy between the operators and the World Theatre, Rochester neighborhood, with the aid of the police. Inspector George Steinmiller sat in on the conferences after a series of stench bombs were released in the theatre. The scrap had been going on eight months before it reached a crisis. Meanwhile, Loritz had been using non-union operators. The World is one of the smallest theatres there and it is customary for the projection men to make special rates for the small houses apart from the general agreements.

**"Hearts of Humanity" Is the First Majestic**



And Jean Hersholt, Jackie Searle, Charles Delaney, Claudia Dell and J. Farrell MacDonald are in the cast of the first Majestic production, distributed here by Capital and Filmcraft.





THERE IS NOTHING  
WRONG WITH  
THIS BUSINESS

Discussion by

- Thomas D. Van Osten
- Kenneth Lambert
- Dorothy Thomas

September, 1932

A MONTHLY FEATURE  
OF  
EMANUEL - GOODWIN PUBLICATIONS

# There Is Nothing Wrong With This Business – That Can't Be Cured

"WHAT'S WRONG WITH THIS INDUSTRY?" seems to be the popular topic with laymen, critics and those within the family of picture producers, distributors and exhibitors. Whenever I hear a man or woman preaching upon this subject, or read treatises prepared by numberless writers and self-appointed critics, I get a hearty laugh.

AS PUBLISHER of a motion picture trade journal recently making its exit from the journalistic field, I've written many articles myself. Naturally, I would read my own writing prior to sending it to the printer. Working under a fixed rule to compare always my comment with present and past conditions of the amusement business over the period of my association with it, I've never failed to obtain from some of my own remarks the merry laugh previously mentioned. I believe I am safe in saying that there is no industrial or professional enterprise in America so widely and unmercifully criticised, cussed and damned as the fountain head of ALL immoral crimes and social decay as this motion picture industry. For the past decade I have gathered one or more copies of pamphlets, books, fraternal circulars, religious and

Says

**Thomas D. Van Osten**

educational publications, some appearing as frequent as weekly, and in nearly each issue of these various printed works one could find some comment or a feature article dealing with the motion picture industry.

NUMBERS OF THESE would-be reformers refer to their intimate knowledge and contact with the business as the basis of their arguments. Some, through what they term "constant attendance at the movies." Others, just from reading trade publications, seeing sensational picture productions, and plenty of them as chairmen of debating societies. Then, there is the fault-finding, discontented, disturbing element within the industry itself, those who embark in it, and do not make the grade to the expected height of affluence and finance and who become sour and pessimistic.

THE CONCLUSION of these aggrieved elements, I find, generally base their com-

plaints upon one or more of the foundations referred to above, or a year or so in actual operation in some department of the industry.

IF LONG YEARS of service in the amusement world were a gauge by which authority might be vested to criticise and reform, this writer should be able to prescribe a panacea for any or ALL the ills with which the industry is afflicted according to its various diagnosticians. I have celebrated my golden wedding and five years beyond, in practically ALL the phases of a showman's life. So colorful, that to look back over fifty-five years' association in it, I can scarcely realize the varied experiences myself.

"I SAY, WITHOUT RESERVE, THAT THERE IS NOTHING WRONG WITH THIS BUSINESS, MORALLY OR INDUSTRIALLY, WHICH CANNOT BE CURED IN A TWELVE-HOUR CONFERENCE, IF THE GERM-DISTRIBUTING INDUSTRIAL DISSENTERS WOULD DISINFECT THEIR COMMERCIAL MINDS AND METHODS AND PLAY THE GAME OF SHOWMANSHIP ON THE LAW OF AVERAGES AND EQUITY."



TO BE A BIT REMINISCENT, my father led me around the Philadelphia Centennial Exposition, in 1878, when Don Pedro, Emperor of Brazil—a guest of the nation—marveled at the public demonstration of the Alexander Bell telephone. A year later, I was in the show business as call boy in a Philadelphia stock company theatre. I have lived through these more than five decades of invention, embracing the telephone, incandescent light, horseless carriage or automobile, phonograph, motion pictures, talking pictures and radio. I was accompanied by James R. Waite, who had at that time on the road a popular repertoire company, band and orchestra, producing well-known plays at 10, 20 and 30-cent admission. Waite, on seeing the flickering motion picture, laughingly remarked, "Well, the stage will have nothing to fear from that freak thing." Recalling the great achievement and advancement of the telephone and incandescent light up to that period, I replied, "Don't kid yourself, James, Edison will improve it."

WHEN D. W. GRIFFITH'S "Birth of a Nation" came, and with it the road show policy and \$2.00 admission prices for motion pictures, hundreds of exhibitors who had remained indifferent to progress in theatre improvement and motion picture entertainment, set up the cry that they were being deprived of their rights as exhibitors. A little later came the deluxe theatre with its \$5.00 or more admission prices for special outstanding motion picture premiere presentation. Again, the critics and discontented broadcast their dire forebodings. There was nothing really new or of a nature of innovation in this showmanship of high prices for unusual attractions. Just by way of comparison of what has obtained in earlier days in this respect, I have been digging through family souvenirs and scrap books handed down from one generation to another. Here is a souvenir, interestingly pertinent to the subject of high prices. A coupon ticket of \$7.00 admission price and not a reserved seat, but just that particular price section, established by P. T. Barnum in 1850 at Castle Garden, N. Y., for the initial appearance in America of Jenny Lind, the Swedish nightingale. The showman's fac-simile signature is on the ticket.

THE POPULARITY of a professional artist, play or motion picture, is at best but a short life of activity and value. The earning power should be stressed to the utmost point while public acclaim is at the boiling heat. My showmanship maxim is, always ride on the crest of the flowing tide, and when it begins to recede, look for a new stream.

THIS RAMBLE may not act as an antidote for the industrial ills complained of by Dr. Peter S. Harrison under the caption of "What's Wrong With This Industry?"

IT MAY, PERHAPS, BE KNOWN to a few that I am in conflict with Dr. Harrison's standardized diagnosis and treatment of the motion picture industry. The doctor once accused me in his publication of being a tail wagged by the producer dogs, at which he is always snarling. His diagnosis of my case, however, was far from correct or authentic, and he prescribed no treatment, strange to relate. As a publisher or as a theatre owners' organization managing-director, I have never presumed to tell producers how much money they should spend on a picture or star, or what to do or what NOT to do in the conduct of their business. If I did, I would expect them to come back at me with some such remark as "what have

Thomas D. Van Osten, a real old-timer, and up to a few months ago publisher of the PACIFIC COAST INDEPENDENT EXHIBITOR, old and established trade paper, takes issue with P. S. Harrison on his diagnosis on what's wrong with this business. Van Osten, who has a few ideas of his own, does not accept the observations of Harrison and gives a few personal thoughts.

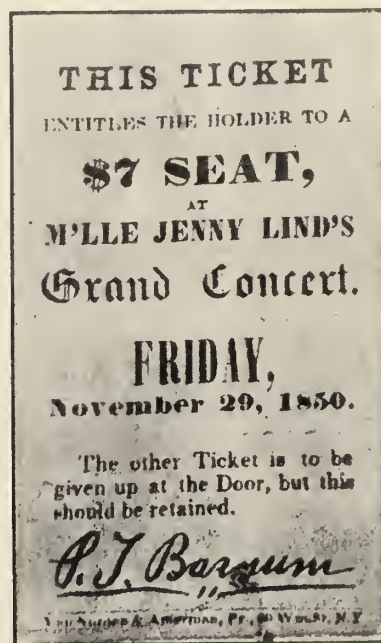
YOU done that gives you the all-powerful, supreme knowledge of what the world wants in this motion picture business? If you DO know, why are you not giving the world the benefit of your super knowledge in motion picture production yourself?"

not concern the type of pictures we should have. That is something which public demand and acceptance automatically adjusts itself. Character, moral or otherwise.

WHILE WE HAVE ALWAYS had with us the dramatic and musical critic, whom artists and producers cajole, and sometimes influence through various methods (some of them best unsaid), I have always opposed the one man review system. It has gone so far astray both from the standpoint of merit or stupidity that it means nothing now as a guide. Purported box office reports which has been widely published in connection with theatre receipts, and the use of the million-dollar sign mark in the industry generally, has played a most disastrous and misleading part in making the theatre business a target for legislative tax reformers.

"WHAT THE PICTURES DID FOR ME" is about the most assinine piece of industrial information that could possibly have been wished upon the theatre business. A motion picture, star or stage attraction which might be a howling artistic and financial success in Tunkhannock, is just as apt to be a deplorable flop in Punxsutawney. The unfortunate side of this system is that far too many managers accept such reports as true worth, and willingly lie down flat or over-exploit as the case may be.

THE MOST COLOSSAL BLUNDER which, I think, has been affecting the motion picture theatre business lies at the very door of the industry itself. The motion picture producers organization has encouraged the creation and maintenance of Motion Picture Councils in 3,000 communities of this country. In addition to these 3,000 councils, there are many more thousand self-appointed film boards. There is absolutely no academic nor any other sort of test made of the fitness of any man or woman to serve on such a committee. It is left to the discretion of a club president to select the representative from her club for such a board. The woman, as a rule, is appointed because she served the club in some capacity during the previous year—possibly supplying potato salad or cakes for the card parties. Notwithstanding the fact that domestic duties—cooking, particularly—represent the recognized realm of women's



THEY PAID IN 1850, TOO

SENSING THE GROWING conffiction of ideas within the industry some years ago, I put my activity in the form of building friendship for my theatre operators in the zone where their interests were confined. My program has been to prevent antagonistic legislation in so far as was possible—cementing social, civic and public relations ties. I have not deliberately created a bureau of criticism to destroy that which I was endeavoring to build. Not saying that there is no cause in connection with the business which does not merit suggested reforms or criticism properly directed. That which I would criticise does

The industry is not in a state of collapse, according to Van Osten. He thinks there is nothing wrong with this business that cannot be cured in a twelve-hour conference. His observation is that there are too many Dr. Peter S. Harrison's prescribing treatment.



activities, did you ever conceive of food distributors or canners allowing untrained women or housewives to organize, butt in, or dictate the dietetic policies of their institutions, or outline the specific fruits or vegetables that shall be canned?

OUR NEWSPAPERS can picture methods and tricks of gangsterism more vividly than any motion picture production or director it has ever been my lot to run across. They can recite the racy, social and domestic scandal with all the innuendo trimmings and morsel of spice that a hungry public may be yearning for. They can picture the nude in their rotogravure and Sunday magazine sections in the most artistic fashion. Sometimes they are called "scandal sheets," and then, again, referred to as "yellow journalism." But, have you ever heard of a group of women organizing and calling themselves "The Better Newspaper Board"? Not on your life! And, what's more, you probably never will.

VERY SELDOM IS THERE any motion picture industry surveillance of these committees. Therefore, we find them constantly interfering in industrial problems on which they are only partially informed. For example, the Wilmington Metro situation, the Youngclaus case. We are not saying whether they were right or wrong in their judgments; but these were strictly industrial situations and women had no right to interfere.

IT IS DANGEROUS to broadcast confidential information relative to industrial problems to lay groups, composed for the most part of club women who are overly zealous but underqualified. There is possibly no danger this particular year, but what about the years to come? These councils, which are created with representation of every civic, social, educational and religious group in a community, may become a definite censorship power in days to come. If we are not on the job, perhaps an antagonistic group may be. If there were any justification for these organizations, it would be their capacity to make "best pictures pay best." Ah! But here they say, "We cannot commercialize our women's organizations. We cannot advertise." As a result, with few exceptions, the pictures most highly endorsed by Motion Picture Councils are the ones which have been box office failures. Of course, "Cimmaron" and a few others were "naturals." But take "Byrd at the South Pole," "The Man Who Played God," "Washington, the Man," "The Doomed Battalion," "Symphony of Six Million."

THE VERY NOTED picture doctor, in his omniscient sort of way, says that the industry can be salvaged by good pictures. My God! Don't we all realize that fundamental? One cannot expect every motion picture production to be an outstanding artistic and financial hit any more than one can expect within a group of five hundred female singers to find five hundred Jenny Linds or Adelina Pattis. The law of averages does not click within ninety per cent of that scale, either in art, talent or scientific accomplishment.

THERE ARE LESS than a dozen basic foundations upon which to build a play, or now, talking motion picture. Love, honor, truth, falsity, animosity, intrigue, adventure, murder, thievery, sex and the always eternal triangle. There you have the ingredients which form the mixture that has been worked, molded and remolded since the birth of drama.

**Box office reports and "what the picture did for me" are rapped by Van Osten. As a man who has done much to prevent antagonistic legislation in his state, California, he ought to know whereof he speaks. Too many managers accept the box-office reports as their true worth and doom the picture, he declares.**

CLEAN PICTURES? Why, yes; we, too, believe in keeping pictures clean. There are many pictures that could well afford to have various and sundry deletions, but it is a vicious circle. Our pictures are based, for the most part, on books and plays. Our books and plays are based on life. There-



THOMAS D. VAN OSTEN

fore, our pictures represent a 42nd parallel of life—all phases of life. If you would clean up pictures, you must first clean up home life. If you would stop promiscuous drinking scenes in pictures, you must first have homes more observant of laws or have laws that may be more conscientiously observed. This immersion into the external and artificial—this lack of reverence is not dealt with directly either in the home or in the school. Parents have tried to shift the responsibility outside the family. When all other excuses fail, parents and communities blame the movie and they get the backing of the industry itself, and, sad to acknowledge, even such representative lead-

ers as Dr. Pete S. Harrison, to bolster up their guilty consciences. It is so pleasant when one can shift the irksome burden of responsibility.

IF THE DOCTOR HARRISONS of the industry will cease trying to convince the public that our pictures are not up to the standards demanded by super-sensitive fanatics and club women reformers, most of whom have had little or no experience with problems of life in their mass assimilation, we could possibly have a better and more acceptable type of motion picture program. The programs would be less banal. These guardians of the public morals have actually been responsible for making directors, artists and producers sex conscious.

NOTWITHSTANDING the fact that Dr. Harrison believes that he, by virtue of his long apprenticeship with the motion picture industry, is especially endowed with the God-giving qualifications to make "THE accurate diagnosis of any ills the industry may have," and notwithstanding his apparent sincerity—there is a certain lack of consistency in his arguments. Dr. Harrison makes the statement that a "two million-dollar industry lies in a heap." If this be true, it would be a grievous tragedy. BUT IT ISN'T TRUE. The motion picture industry is going through the same transitional trend every other materialistic industry and every other creative art is experiencing, for the motion picture partakes of both classifications. The industry is not in a state of collapse. This industry is too great—is too democratic. It is the sole amusement of too many millions of persons to be relegated to the ash heap.

I REITERATE. THERE IS NOTHING WRONG WITH THIS BUSINESS, morally or industrially which cannot be cured in a twelve-hour conference, IF—THE GERM DISTRIBUTING INDUSTRIAL DISSENTERS WILL DISINFECT THEIR COMMERCIAL MINDS AND METHODS AND PLAY THE GAME OF SHOW-MANSHIP ON THE LAW OF AVERAGES AND EQUITY.

SUMMARIZING, I would say that my observation has been that there are altogether too many Dr. Peter S. Harrisons prescribing treatment for this infant of the entertainment arts.

**As far as Van Osten can see, the maintenance and encouragement of motion picture councils in 3,000 communities was a great mistake. Self-appointed film boards may also be included. The heads of this group are inexperienced, know more about potato salad and cakes, he declares. No other medium of expression allows interference, Van Osten states, so why should the movies?**



# Sound Re-Recording

By

**KENNETH LAMBERT**

**Supervisor of Recording  
Metro-Goldwyn-Mayer  
Studio**

RE-RECORDING is in sound what process photography is to the picture. It is usually the most satisfactory and economical means for introducing special effects into the sound part of a picture. In addition, it can be used for duplicating existing sound records. A stage recording channel uses one or more transmitters on the stage, to initiate the electrical energy necessary for recording either on film or on disc. A re-recording channel merely replaces these transmitters with film or disc reproducers on which records are played. The natures of these records may be very different. The dialog may be from a film, music from one or several discs, and sound effects either from specially synchronized films or from loops of continuously repeating sound which can be mixed in appropriately throughout a scene. Fundamentally, that is the only way in which the mechanics of re-recording differ from original recording.

RE-RECORDING HAS FOUR GENERAL PURPOSES: to combine sound effects, to adjust loudness or quality, to secure additional or duplicate negatives, and to make release discs. If a sequence were to be photographed without sound, and then sound fitted to it so as to completely simulate the sound the action infers, it would become the equivalent of a photographic "animation" in which every movement is secured by moving some part of an inanimate set and photographing a frame or two at a time. This is the slowest, most difficult kind of re-recording, because of the detail involved in constructing the tracks, and so mixing them that the illusion is given that the action represented is also actually making the noise. It requires the greatest ingenuity at every step of the process to give this illusion, for we subconsciously associate sound and action more closely than we realize; and a single detail, such as that of wrong perspective, may destroy the illusion.

TO MERELY HAVE A DIALOG TRACK simplifies the job considerably, for in the presence of dialog one is perhaps less critical of the other sounds. When one considers that the dialog is shot a few lines at a time, and assembled later into a sequence, it is apparent that the only way to put any background noise or music into the scene without having its character change with every cut, is to re-record it in after the sequence is cut. Of course, it is possible to combine re-recording and original recording, as in taking the dialog from a film and the music from an orchestra

playing on a stage. This is known as "score-dubbing." Similarly, it is possible to play the film into a horn on the stage and record its sound simultaneously with sound on the stage. This is a form of "pre-scoring" not often used because of the difficulty of securing good frequency characteristics of sound when it is played through more than one horn—the one finally used in reproducing it in the theatre.

I SPOKE OF THE NEED for proper sound perspective to retain illusion. It is very difficult to modify the perspective of an original sound in re-recording. It is often possible to simulate a long shot perspective by modifying the quality of close-up sound, but it is impossible to remove reverberation in re-recording, no matter what its frequency. Reverberation is nothing else than an echo—in effect two people talking on the stage. It is a phase effect, which cannot be corrected by changing the gain frequency characteristic. It is sometimes possible to reduce the effect of a set resonating at a particular frequency and exaggerating that frequency in the record, or to readjust the frequency characteristic introduced by a windshield on a transmitter or by an exceptionally hard small set, or to increase the apparent amount of bass in music to be played softly, for example—but in general modification of what we know as quality must be done very carefully. A trained listener can usually identify an excess or deficiency of 20 per cent of frequencies which made up consonants, and an untrained listener will immediately characterize a little larger amount as "bright" or "tubby." I believe it is the practice in many studios not to give the re-recording mixers control of quality. We feel that slight variations in quality are often useful in establishing an illusion, and therefore leave this as well as the adjustment of loudness to the mixer.

THE ADJUSTMENT OF LOUDNESS is important. We believe that there is a proper loudness for a scene, at which the sound appears to be coming from the actors represented on the screen; and as little as 50 per cent less energy will make them appear to be in a room behind the screen. Sound that is much too loud seems to stand out ahead of the screen and the reaction is to shy away from it. There is a narrow limit represented by one fader step louder or softer than the proper level. We feel that theatres in general play their sound one to two fader steps too softly, and that as a result people have to strain, not necessarily to hear or to understand, but to establish the illusion of the people on the screen actually talking. As a result of this condition in the theatres over which we have no control, we are trying to find a compromise in our recording which will enable it to be played lower than we believe it should be, but still retain the illusion we feel is so necessary.

NATURALLY, in re-recording it is necessary for the mixer to imagine that he

is seeing the picture in a theatre, and to play it as he would like to see it in a theatre. He would expect to hear all the dialog, and therefore holds background music and effects low during dialog. When a gun goes off, however, he wants it loud—so he mixes it loud within the overload limits of his film or disc. We calibrate his recording channel so that if he mixes a reel by ear, and his judgment of how it sounded is correct, and ours regarding the channel adjustment is correct, the reel will be technically correct.

FROM THE STANDPOINT OF LEVEL ADJUSTMENT, we favor complete re-recording for release. An average release is about 50 per cent re-recorded of necessity, and there are advantages of re-recording the other 50 per cent as well. This permits the laboratory to print on one printer light throughout a reel, and makes the relative levels throughout the reel independent of printer variation and those introduced by the effects of varying amounts of bromide in developer on differing exposures. These effects are especially important when the loudness of scenes has been controlled by printing the sound print lighter or darker than normal, and control of them is impossible. It is true that a loudness control of several fader steps is possible by this means, but the quality is also affected as one departs from the normal proper print transmission, even within these limits. The advantage of a uniform, re-recorded negative is even greater in making replacement prints or censor cuts, which are usually made in laboratories away from the control of the studios.

THE DUPLICATE NEGATIVES required for printing abroad are usually made by re-recording, although with care they can be made by photographic duping, the same as for the picture. Usually the quality of duped sound has not been as good as that which has been recorded, and the surface noise has been higher, but it presents interesting possibilities for future development.

FROM THE STANDPOINT of surface noise, re-recording is always at a disadvantage. No matter what the level of the original surface noise, it is usually raised by re-recording. This is apparent, because it is the sum total of two recordings. The minimum is secured when both the original and the re-recording are of high level, and as much noise reduction as possible is used on each, especially on the original. The ideal is reached when the amount of surface noise introduced in each recording is so low that the sum will still be a suitably small amount. Too often the surface of an original scene will be satisfactory by itself, but when re-recorded becomes objectionably loud. The only way in which original surface noise can be reduced is to use so much noise reduction in the re-recording that it distorts some of the desired sound as well as some of the surface, which is usually impractical.

(Continued on page "H")

**Exhibitors should know what makes the wheels go round. In this article, one of the most important departments of recording is briefly reviewed. Through a proper understanding of this process, exhibitors may be able to gauge better sound in their houses.**



# This Business of TRAILERS!

To supply trailers regularly to theatres requires forethought, planning, ORGANIZATION. This is not a hit-or-miss matter, not a side line incidental to some other business. THIS IS A BUSINESS IN ITSELF—a highly improved cog in the machinery of purveying amusements to the public.

Our trailer business did not spring into being full-grown. Its inception is rooted in the beginnings of the motion picture, and its development has kept pace—through alternating periods of hardship and success—with the growth of the industry.

Today our trailers are supplied to Exhibitors through a highly organized service which is the result of years of experience in meeting the needs of theatres of all classes in all parts of the country. The requirements of these theatres have built that great SERVICE INSTITUTION in the motion picture business which is known as



## National Screen Service

### Ad-Vance Trailers

A Message  
from the Makers  
of the World's  
Finest Trailers

Every showman knows the value of SELLING FROM THE SCREEN. Trailers build business. They speak to an audience sitting ready for the message, an audience 100% willing to be sold.

National Screen Ad-Vance Trailers are your first aid to better business



# Some More Notes On What's Wrong—

By

**Dorothy Thomas**

**In which a distinguished  
author advises the movies  
to get back to the farm**

IT HAS BEEN LONG since you could arouse interest in a group of friends by suggesting that something is wrong with the movies. Indeed, the movies themselves have come to suspect that all is not what it might be, and have taken steps. For some time, with one eye on the thumbs of the critics and one on the box office, they have been trying to do something about it. They have, at times, gone so far as to drop the happy ending. They have tried to give us the genuine article by using novels and plays by recognized novelists. They have given us a taste of foreign scenery and ideas of continental sophistication that they think would please us. They have been offered, timidly but with good intention, the quivering, "slice of life." The anxiety behind all this experiment, I take it, is to produce something that will be called art.

THEODORE DREISER has reminded us that art is something produced by artists rather than industries, but that does not help the pictures. The special suggestion I should like to make is that our movies are not more artistic because they are not more American. Not, of course, in the sense of being unpatriotic; on the contrary, I mean that they are not American because they grossly falsify the one-tenth of our national life that they deal with and do not tell us anything about the nine-tenths at all. By the one-tenth, I mean the city life of two coasts, which the movies present only in its extremes; choruses, rackets, snatches of the direst poverty and no end of fabulous wealth.

By the nine-tenths, I mean the real and teeming country between the two coasts, the small towns and the farms, with their immensity of various flavor, tradition and individual color—a country of which the New York movie-goer, if he has any notion at all, must have a very vague and false one.

IT IS TRUE that many a metropolitan movie has its beginning in the country—

**Miss Thomas is well-known for her stories and articles in many magazines. A new book by her will be published by Alfred A. Knopf in the fall. In this article, reprinted from THE PHILADELPHIA RECORD, she thinks that the movies are missing a good bet when they don't go back to the soil for picture material.**

but in an unknown country, sweet and simple, which might well serve as a drop-curtain for a high school bucolic operetta.

Before the movies can produce a recognizable flavor of life in, say, Iowa or Nebraska, they must give up the settled tradition that virtue rests unmolested in the country and that country minds are never visited with thoughts that result in struggle and, consequently, in drama.

Should I dare to say that a country school teacher or a village telephone operator has just as intense an inner life as any besieged penthouse heroine? I think she has a more intense inner life and I am certain that her talk is infinitely more American and infinitely more enjoyable. And Jane, out on the farm, is something more than a pretty girl coming up through the orchard with two buckets of milk. If she is to be photographed, let some sophisticated director give himself the hardest test in sophistication. If one is to realize just how difficult his task will be, let him read once more Willa Cather's "My Antonio," or two or three of Ruth Suckow's stories about small town and country people.

NO, THE SWEET AND SIMPLE will not do. Yet, even if the movie directors, granting the producers give them a chance to try, should fall short of interpreting the minds and hearts of country people, we need not feel too badly about it. The attempt will surely prove that the Middle States are far richer than the urban coast in most of the things that make buoyant drama; unique characters, strong tradition, energetic ambitions, genuine strength of temperament—and for the talkies—speech that is rich in idiom. This speech is probably the best thing we have to offer and the most American. Finally, I suppose there will be no filming this wide basin simply because it is picturesque, for it is an unknown country, as strange in its individual colors as Sumatra or Siberia.

IF WE COULD SEE and hear a William Powell auctioneering at a stock sale, lauding the merits and relating the family life of a Holstein heifer, while Wallace Beery drives her around the ring with a black-snake, I think we should find it as interesting as a Wall Street picture. If we could see Marie Dressler cooking for threshers, with Zasu Pitts as hired girl trying to put a lid on a boilerful of roasting ears, I think we should like it as well as we do when we see them packing a trunk for Atlantic City.

THE MAJORITY of the best novels of the last two decades give us the lives, not of the cities, but of the small town and out-of-way places. Would they not be as interesting picture material as city and foreign stories? For me, it would be as great a pleasure to see a picture that begins with a real farmer going out to the road to put his foot up on his neighbor's wagon wheel and say, "Think it's going to rain?" as to see a young New Yorker waking to damn his telephone. At least, it would give us a chance to say, "Yes, that is true. I've seen it."

# Wanted: National Technical Standards

**An attempt is being made  
to seek specific definitions  
for many terms in the  
industry**

NATIONAL STANDARDS for all phases of the technical equipment and operation of the motion picture industry, from the lighting and acoustics of studios to the projectors and screens of picture houses, have been requested by the Society of Motion Picture Engineers.

STANDARDIZATION PROJECTS, such as this proposed project on motion picture standards, grow logically step by step. Topics which initially seem of importance turn out to be not particularly susceptible to constructive and useful standardization; other topics which would not be considered as suitable for standardization on preliminary consideration afterward develop into topics of major importance. In the following it is therefore possible only to consider the general field of motion picture activities (so far as they are of technological character) and to mention some of the topics which might be suitable for standardization. The list must be regarded as entirely tentative.

DEFINITIONS. The terminology of the motion picture field is confused at present. Such terms as "blimp," "zoom," "pan," "tilt," "projection angle," "wow," or "flutter," and the like, are used without any official recognition. This situation requires correction so far as is feasible.

FILM. Measurement of characteristics of the base of the film, dimensions of the film and of its perforations, study of film shrinkage and permissible maximum shrinkage, photographic sensitometric tests, measurement and specifications of "safety film," standard width of film of various types, standard containers for film for storage and for transportation, together with methods of preservation of films (for archives, etc.).

STUDIO. The acoustic treatment and illuminating methods for studios doubtless would permit of a considerable degree of standardization, both as to nomenclature, measurement, and specifications. Great varieties of lamps are used which are designated, for example, as "spots," "baby spots," "rifle spots," and so on. Light-diffusing media are used which are known by a variety of colloquial terms but are not definitely specified, for example, and in what is known as "oil diffusion," and presumably a wide variety of characteristics can be obtained under the same name. The acoustic characteristics of studios have not as yet been specified in any precise form in many instances, nor has measuring equipment for the purpose been adequately considered. Passing on to studio equipment, we find:

CAMERAS. The amount of significant noise produced in these devices at certain  
(Continued on page "H")



*... checked by the*  
*U. S. Government and*  
*found accurate*



**\* FINAL RESULTS**

Percentage of National Volume  
of Motion Picture Rentals

ALBANY . . . .	1.73%
BUFFALO . . . .	2.87%
NEW YORK . . .	16.34%
PHILADELPHIA .	7.92%
WASHINGTON .	3.09%
<hr/>	
<b>GRAND TOTAL .</b>	<b>31.95%</b>

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### Wanted: National Technical Standards

(Continued from page "F")

definite distances and in certain definite directions (in free space), the tolerances in the dimensions of the various working parts, the tensions and pressures in various parts of the mechanism, the dimensions of the magazines and of the magazine hubs, the take-up tension, and numerous other characteristics of cameras require study for possible standardization. The mode of mounting the lenses, the possibility of standardizing focal lengths and apertures of lenses for motion picture practice, standardization of shutter aperture, definition of tripod arrangements and nomenclature for devices permitting moving shots (traveling trains, and the like), require consideration.

**RECORDING EQUIPMENT.** Microphones, amplifiers, acoustic reflectors, recording equipment, and sound track measuring equipment fall under this heading. Numerous characteristics of these devices are measurable, might be specified to advantage, and may ultimately be suitable for standardization.

**RE-RECORDERS.** These are used for the introduction of modification of sound effects, and are rapidly becoming an important part of the studio technic. They are used for recording from 35 mm. film to 35 mm. film! and are now being produced as well for re-recording from 35mm. film to 16 mm. film. The over-all frequency and volume characteristics of these devices, the amount of acoustic distortion that they produce, and certain other factors are of major importance.

**EXCHANGE EQUIPMENT.** Films, after being returned from theatre, pass to the exchange where they are inspected. Inspection methods have never been definitely specified or defined. Dimensions and mechanical specifications, as well as strength tests of reels and containers used by exchanges re-

quire consideration, both for nitrate and safety stock.

**THEATRE EQUIPMENT.** Projectors have numerous dimensions requiring standardization. The tension and pressure at various points of the mechanism, magazine dimensions, safety devices, contrivances to protect the projectionists' eyes from undue glare, take-up tension, and the like, may all be considered for standardization. Screens (both of the continuous type and of the perforated "sound-transmitting" type merit study for standardization of their reflection characteristics and specifications thereof. The re-surfacing of screens as they become warped brings up a similar series of problems. The amplifying and loud speaking equipment gives rise to the usual serious of electro-acoustic standardization problems ending with the frequency characteristic, distortion characteristic, and space distribution of the output of the loud speaker system.

### Sound Re-Recording

(Continued from page "D")

ALL SMALL ELECTRICAL and mechanical defects are more important when sound is re-recorded. The greatest technical difficulty in re-recording is to keep errors so small that the combination of two of them is not objectionable, when one at a time may not even be noticeable. The combination of two defects of the same kind is often worse than two of different kinds. That is why sound re-recorded from film to disc or disc to film may sound better than that from film to film or disc to disc, being just a matter of how they combine.

IN ADDITION to this technical side which I have discussed, there is a tactical side which really gives the other significance. We are interested in creating an illusion. The technic is only important in that it must not be noticeable. I have already pointed out what we consider to be a mixer's responsibilities—he must have a decided showman's attitude; a mastery of

technic that permits him to mix not by where the knobs are but by how the scene feels; imagination to conceive all the different ways to secure an effect; patience enough to not be satisfied until he has selected the right one; and a constancy and judgment which must not vary outside very small limits. It is one of the most difficult types of mixing.

But beyond the mixer's responsibilities are others; of the director and the supervisor. They must realize that re-recording is as a much part of making a scene as shooting the original sounds which compose it, and it must be well planned before the originals are shot. We encourage the directors to supervise their re-recording—to consider it an integral part of making their picture. It necessarily involves a great deal of rehearsal time, more than the directors and supervisors usually realize in planning for it. There is no way to predict the exact amount of time which will be needed. The re-recording of a single reel such as one of "The Big House" or "Hell Divers" may easily require a whole day, in addition to a week or two in preparing the tracks which go into it. A simple sequence may require only a few minutes. The results are usually just in proportion to the care spent on a sequence, the same as in any other stage of the production.

RE-RECORDING is becoming such an integral process of every picture, and can be made a much more valuable aid in production if it be considered as a creative process rather than a purely mechanical one.

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### Doubles Up

Double features haven't been cut down any in the local hemisphere.

Tendency indicates that they are on the increase.

The Cocalis-Springer idea of triple bills also hasn't been thrown out the window. Apparently, the boys have bought so many product they aren't worried about a picture shortage.

Jersey Allied has frowned on doubles, but local exhibitors will stick to policies which make them more money, especially since RKO, through its continuance of the practice, has given them a precedent.

### Heard In

## CROSSTOWN

Jack Fuld With U-A and Other Changes

LOU NIZER, secretary of the Film Board, and prominent film legal counsel, is vacationing in the White Mountains, New Hampshire, in preparation for a busy fall season. . . . Leon Tashyan is the new operator of the Alhambra, Brooklyn. . . . Miss Abramson, of the Film Board, is back from her vacation. . . . Louis Adler has taken the Ironbound, Newark, closed for two years. . . . It's a 1,400-seat house.

PHYLLIS PULZONE is now operating the old Paragon, Brooklyn, now the Roma. . . . Where the White Hall, Battery Park, used to be, some stores are now. . . . Now that Schwartz and Silver have taken over the Skillman, Brooklyn, the house has reopened. . . . Former is son of the local delivery magnate. . . . Fedora Amusement Corporation has the New Melrose Theatre. . . . Essandee Amusement Corporation, Shapiro and Goldfarb, with the latter president, is the new operator of the St. George, Linden, N. J., closed for quite a spell. . . . Washington Theatre Corporation has the Orpheum, Newark.

WITH HIS NORTHPORT HOUSE burned, Morris Markowitz has acquired the Huntington Station, Huntington, L. I. . . . Oscar Shapiro, who used to manage the Garden, Newark, is back operating the Walnut. . . . Arcadia, 59th and 3rd Avenue, is now being run by the 993 3rd Avenue Corporation. . . . H. L. Osten, a brother-in-law of J. Oppenheim, of the Gramercy, has taken the Amsterdam Avenue Hudson. . . . Herman Goldman has the Lindy, Brooklyn.

ARTHUR ABELES now has the Boston Road. . . . He's a former Schwartz Century circuit chieftain. . . . United Artists is now operating the Rivoli. . . . U-A films will be shown there, with some Paramounts.

HERMAN GLUCKMAN'S "Phantom Express" opens at the Globe, the 12th. . . . With a lot of tie-ups engineered by Stewart B. Moss, who is handling the publicity for Capital. . . . With triples seemingly on the increase, exhibitors have something else to worry over. . . . Jersey Allied is advocating a plan for less changes per week. . . . And

### "From Broadway To Cheyenne" Packs Action



Rex Bell heads a sterling cast in this Monogram production, distributed in the metropolitan territory by First Division.

### Rochester Burlesk Looms

Failure of the Comerford interests to obtain rent concessions on the Capitol, Rochester, may prevent reopening as film house. Minsky brothers, of New York, are dickering with the Fenyvessys, owners, for use of the house for burlesque.

less overhead. . . . Sidney Samuelson sponsored the idea in one of the organization bulletins.

MORRIS GOODMAN is reopening the Willoughby, completely refurbished. . . . And he almost wanted to postpone it because of that 13th date. . . . He should have played "The Thirteenth Guest." . . . Harry Brandt slipped on the steps early this week and his leg was fractured. . . . Sorry. . . . Eltinge, Liberty and Flea Theatres come down when the new NBC 42nd Street headquarters go up.

JACK FULD is with United Artists. . . . Al Sherman, the demon of the "Morning Telegraph," still holds on to the AMPA secretaryship for another term. . . . Maybe no one else wants it. . . . The nominated ticket was elected this week, with Hal Horne president.

THE LOCAL PARAMOUNT gets a shift in policy when "Blonde Venus" opens. . . . Apparently the top-heavy stage shows have about reached their peak and a return to normalcy is expected. . . . The usual reports of the film companies have been showing the usual losses. . . . RKO won't renew that Hippodrome lease, 'tis said. . . . There will be enough booking trouble when Radio City opens.

### F-D Clicking

Harry H. Thomas' First Division exchange has just booked Rex Bell's "From Broadway to Cheyenne" in 23 theatres in the Loew circuit.

"Thirteenth Guest," Monogram, has also been booked by Harry Thomas with Loew for 131 days. These are record bookings for an independent organization.

### Brill Distributes Twenty-six

Dave Brill is distributing twenty-six German pictures, one every second week.

He's with Capital Films, which acts as distributor in the local territory.

Many houses throughout the country are adopting a split week policy that calls for a split week with German films part of the time.

### "Exposure"

One can say of the independents that their pictures hit a better average than those of the major producers.

"Exposure" comes under that heading, and it supplies a satisfying feature, studded with well-known names, and an audience-satisfying treat. True, a newspaper background is hardly new, but this has been handled differently.

Walter Byron, Lila Lee, Tully Marshall, Bryant Washburn, Mary Doran and Lee Moran are featured.

Distributed by Capital, this latest Tower production keeps a high standard.



## Metro Squawk

A metropolitan exhibitor, getting in touch with the office of THE NEW YORK STATE EXHIBITOR, has joined the chorus of those squawking against Metro.

The exhibitor goes on to say that Metro is asking 50 per cent on four shows, 35 per cent on part and an exorbitant rate on the remainder.

He concludes by asserting that it would be silly for indies to make deals with Metro for new product, because the company still has to deliver a dozen or more shows on the old contracts. He figures that inasmuch as the new product may not be ready before December for his house, why rush in to buy?

He and other exhibitors are of the opinion that the buying situation may be totally changed by that time.

Name of the exhibitor is withheld because of the usual fear that he may be penalized.

### Heard In

# BUFFALO

She's Back and Plenty Doing

By Mary Ann

IT WAS WITH DEEP REGRET that the trade learned of the death of Levin Michaels, father of Edward, Henry, William, Arthur and Dewey Michaels, all interested in theatres in Buffalo. . . . Levin has been active in theatre business in Buffalo for the past 20 years. . . . Walter Morris, who managed the Happy Hour Theatre, Buffalo, has been appointed manager of the Bellevue Theatre, Niagara Falls. . . . Business was so good at the Great Lakes Theatre this past week, that the Marx Brothers picture has been held for a second week. . . . "Congorilla" opened big at Sheas Century Theatre with a mammoth street ballyhoo used, consisting of two 24-sheets mounted on a truck. . . . Front of the theatre was transformed into a jungle and there were a thousand and one tie-ups.

JOHNNIE CARR is managing the Great Lakes Theatre since its re-opening. . . . Gayety Theatre opened August 20. . . . Fox Film Flickers Win Again! Behind the rifle pitching of Vincent Sachs they defeated Ed House's Niagara Hudson soft ball team by a score of 5 to 3. . . . Ralph Maw proceeded to roar by driving out two terrific hits in the crucial moments of the game. . . . Emerson Dickman, owner and manager of this club seems very well satisfied with it and will continue to play teams in the surrounding territory.

ABOUT 11 BOYS, representing most of the exchanges on film row, had a series of parties out at the summer home of some leading exhibitors. . . . The first party took place at George Biehler's beautiful and spacious summer home, and George is manager of the Palace Theatre, Hamburg. . . . Due to the success of this first party, they have continued the practice and had one a week. . . . Next party was August 24 at the

beautiful Adirondack camp of Robert Alberts, manager of the Alberts Theatre, Lancaster. . . . World Wide showed "Last Mile," at the Buffalo Theatre at midnight. . . . It was well attended by leading exhibitors. . . . Midnight screening was also held at the Regent, Rochester, and Eckel, Syracuse. . . . Robert E. Clabeux, Fox shipper, is away on his vacation, taking a trip to Montreal and Quebec. . . . M. M. Konczakowski has added the New Frontier Theatre to his little chain of theatres. . . . Emma Abplanalp, Chicago's popular film board secretary, visited the Buffalo office of the M. P. T. O. this week.

MRS. DAVE MILLER, wife of the Universal, Cleveland, manager, visited film row, spending some time with the Samsons, Fox, Siegels, Universal, and other film friends. . . . B. B. Krystaniak, former manager, Circle Theatre, opened the Broadway Theatre, Buffalo. . . . Every bit of the equipment was taken out of the Broadway Theatre by Ben Wallerstein at the time he closed the theatre, and he now offers it for sale, reasonable. . . . E. K. O'Shea opened the doors of his cottage at the beach wide to his employees. . . . Party was a huge success. . . . Joe Schuchert, Jr., manager, Columbia and Colonial Theatres, is spending a few weeks at Muskegon with his wife and children.

PUBLIX SAYS that the Rialto and Palace Theatres, Lockport, are no longer a part of their circuit. . . . Avon Theatre, Buffalo, for many years operated by Dewey Michaels, has reopened under the management of Frank G. Hohn and J. Propes. . . . Dewey Michaels, Michaels Enterprises, expects to open the Orpheum Theatre, Buffalo. . . . Dillemath, manager, Broadway Lyceum, just returned to Film Row after spending a week in the hospital nursing intestinal flu. . . . Court Street Theatre will try a double feature program. . . . Warner Brothers certainly gave a treat to all their prospective buyers when they saw movies at the first annual Warner Brthers National Exhibit. . . . Arrangements were made to screen the thirteen features now ready for distribution. . . . Special rates were arranged for all exhibitors at the Lafayette Hotel and this unique form of selling and entertainment started promptly at 10 A. M. and 1 P. M. both days.

HARRY SHAW, manager, Loew's State Theatre, Syracuse, held a private screening of "Last Mile" at this theatre for the warden of Auburn prison, district attorney and several Syracuse city and newspaper officials. . . . Howard F. Brink announced that the Buffalo exchange of World Wide Pictures is being swamped with bookings on the above subject as well as "The Man Called Back" and "Strangers of the Evening. . . . Edward Jauch, Educational booker, is away on a two weeks' vacation, as is Mrs. Rose Roberts.

## Arthur Policies Rapped

Harry Arthur, who is running a chain of New England houses, is getting himself in wrong with indie exhibs and local officials in various towns through his exorbitant protection demands and his intention to buy exclusives.

The Connecticut exhibitors, and others, intend to take their fight to the local officials, and seem to be succeeding.

BEN BERNSTEIN, Bernstein circuit, has just been married to a Chicago girl and is on the high seas to Paris on his honeymoon. . . . Herman Lorence, who has been away from Niagara Falls for three years, has just returned to that city as manager of the Skouras Theatres, making his headquarters at the Strand. . . . Loew and Keith managers had a meeting with the unions in Syracuse and Rochester and is understood that these theatres are to return to the vaude policy shortly. . . . Nate Robbins, formerly operating a chain of theatres in New York State, which theatres he leased to Schine many years ago, is going back in the show business, having leased the Syracuse Theatre. . . . Harold Sliter, Skouras, makes his headquarters in Syracuse.

WM. MICHAELSON is new manager at the Capitol Theatre, Buffalo, replacing Sid Mattison. . . . "War Correspondent" (Columbia), was scheduled for a midnight show at Keith's, Syracuse. . . . Joe Miller, Columbia manager, has just returned from New York. . . . Norman Brinsley, formerly publicity director for RKO, Schenectady, has just opened the Studio Theatre, Moravia. . . . It is understood that he is contemplating opening a chain of these small towns. . . . Mrs. Elmer Lux, wife of the First Division manager, was rushed to Burks Hospital for an appendix operation.

WALDEN THEATRE, Buffalo, formerly operated by Cary Stasyk, opened September 4 under the management of I. Gurney and Ed. Carney. . . . Tom Warren succeeds M. Korach as manager at the Palace, Syracuse. . . . Rumor has it that Keith's Theatre, Buffalo, will be sold on a foreclosure sale. . . . Schine has taken over the Dixie Theatre, Rochester, formerly managed by W. H. Thompson.

## Strand, Amsterdam, Opens

Strand Theatre, Amsterdam, closed since the latter part of June, opened September 3 with "Congorilla." Dan Proulx, who has been connected with the Amsterdam theatres for about a year, has succeeded G. Harold Burgess as manager of the Strand. Before taking over the managership, Burgess was treasurer of the Amsterdam theatres for a number of years.

## Mollison Reel

P. A. Powers, president, Powers Pictures, has released a single reel subject, "Dual Control," starring Captain James A. Mollison and his wife, Amy Johnson, which was completed just prior to the Captain's successful hop to America.

Swentzel and Wilson, Inc., of Manhattan, To deal in motion picture machines of all kinds. Capital stock, 200 shares, no par value.

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a stay at the St. Charles during glorious  
Fall is a "vote" of discrimination.

**IDEAL CONVENTION FACILITIES**  
**ATTRACTIVE RATES**



**"Once in a Lifetime"**

Universal, following up its splendid "Back Street," comes in with No. 2 hit in "Once in a Lifetime."

Jack Oakie, Aline MacMahon, Russel Hopton, Louise Fazenda, Gregory Ratoff, Zazu Pitts turn in neat performances, the movie version moves along speedily, and the giggles are almost continuous.

If U hands them all in this way, believe the U salesmen.

**Smash Business in Heat Fools Albanians**

**Exchange Folk Think It Lesson To Trade**

Intense heat of the last week of August in the Albany district proved to exchange managers and exhibitors that the reverse of "it's always a bum season for a bum show" is true. In two widely separated towns in the Albany district, one of the picture sensations of the summer played, in the midst of terrific heat, to grosses of almost 100 per cent over normal, and doubled the business of a corresponding week in August of 1931.

In Hudson the same thing happened with another smash hit, which defied the heat and rolled up a big gross.

"There's a moral to this," commented an Albany exchange manager. "You can't sell the best picture made without letting the public know about it. Both of these pictures were cleverly exploited with a knowledge that, back of the exploitation, the show was 'there.' One of the best arguments for a guarantee in addition to percentage is that it makes the exhibitor get busy and do something to make sure he goes over his guarantee. Without it, he is apt to rely on the fact that the picture is all right; has done business everywhere and is on the public tongue. If he lets it go at that, he is apt to lose with the best picture. But with a guarantee to make, he goes after the public with smart exploitation. The results in the three towns I mention prove this. Not even record heat could stop them.

"This is not all. The exhibitor who stirs himself this way is not only doing it for the week's gross, he is bringing some new patrons to his theatre and they may come back several more times to see the pictures he is advertising on his trailers. You seldom hear flop talk from the exhibitor who goes after every good picture like wildfire."

**Bekeros Delegate**

Peter Bekeros, City Theatre, Highland Falls, and treasurer of New York Allied, represented the Orange County branch of the Hellenic Association at the annual convention in Baltimore.

**Witness "A Most Dangerous Game"**



A novelty thriller, Radio presents "A Most Dangerous Game," with Fay Wray, Joel McCrea and Leslie Banks.

**Gibson Shooting**

With Sheila Manners chosen for the leading feminine role, production on Hoot Gibson's next Allied feature, "The Cowboy Counsellor," has started. Supporting cast

includes Bobby Nelson, Fred Gilman, Jack Rutherford, Al Bridge, Skeeter Bill Robbins, William Humphreys, Gordon De Maine, William McCormack and Sam Allen. First Division distributes.

**Mystery of Tarrytown "Scare" Cleared**

Members of New York Allied are indignant over sensational and untruthful publicity given by newspapers to a recent bomb explosion in the Music Hall, Tarrytown; Robert Goldblatt, owner. Accounts had it that more than a thousand persons were in the theatre at the time (a Sunday matinee), that women screamed and fainted and had to be carried out, that general bedlam reigned, and that much damage was done the house by the fire.

The truth, as reported by Allied officials who have made an investigation, is that there was no panic; no one screamed or fainted; no one left the theatre, and the only damage was a burnt spot in the carpet and slight damage to a few chairs.

Show was resumed within ten minutes. At the time of the happening the audience numbered from one to two hundred. But subsequently a lot of persons flocked in without paying admission. Goldblatt, who was said to have "helped to carry fainting women out of the theatre," was, in fact, in the Elks' Club, Yonkers, at the time.

The publicity was said to be particularly unjust to Goldblatt, in that it represented him as having a record audience at a time when the audience might naturally be expected to be small, and was, in fact, small.

Music Hall has to compete with a number of nearby towns, including White Plains, New Rochelle, Yonkers, and Dobbs Ferry.

There is much sympathy for Goldblatt, who, it is known, has been having an uphill fight and who has pluckily stood by his guns.

**"A Successful Calamity" Is the New Arliss**



With George Arliss, Mary Astor, Evalyn Knapp in Warners' new season release of that name.



## With New Company



Thomas Curran

One of the South's best-known men in the industry, has been assigned to the post of divisional manager for Exhibitors' Screen Service, Inc., new trailer company. Curran has held the same position with many leading firms, gaining varied and valuable experience, which rank him high in the motion picture business.

## Heard In

# SYRACUSE

Seven-Cent Admission Hit Town

By I. S.

M. J. KALLET, president of Kallet Theatres, Inc., watched his 28-foot yacht, the "Bobette, Jr.," burn to the water's edge when flames followed an explosion. . . . Recipients of complimentary tickets to the Swan, north side neighborhood, have been finding the government tax oppressive. . . . Evidently taking a cue from the pass tax muddle, which slapped a modest fee on Annie Oaklies, Mitchell Fitzer, Swan, flooded the downtown area with yellow slips bearing the inscription, "not transferable." . . . Upon presentation at the door the slips called for seven cents "service charge." . . . Swan is a dime house.

THIRTY-FIVE DOLLARS in "Lucky Bucks" play money being printed by the Syracuse "Journal-American," bought kids' admissions to Keith's. . . . Injuries received in an airplane crash nearly four years ago, and declared by medicoes to be incurable, did not deter Mrs. John A. Noble from a game come-back. . . . Trap-drummer in the Strand Orchestra at the time of the crash Mrs. Noble suffered a fractured skull, crushed right arm and both legs, internal injuries and a partial paralysis of the optic nerve. . . . During the past three years she has undergone a series of operations which were apparently successful when she broadcast with an orchestra from WEAI here.

## Heard In

# ROCHESTER

Three-day Vacations and Doubles Liked

By Eeatch

MEMBERS of the staff of Loew's, Rochester, had to take their vacations in three-day portions and no one filling in. . . . Harold B. Franklin, big boss of the RKO interests, stopped off in Rochester on his way west. . . . With the Auditorium casting about for a profitable operating plan, which may include films, theatre men are wondering if they will have to compete with an added 2,500 seating capacity. . . . One of the "cowboys" in Otto Gray's act at the RKO Palace had his first horseback ride in this city.

THOMAS ANDERSON, brother of Marty, Century, has been transferred from the Regent to the Paramount, Syracuse, as assistant to Andy Roy. . . . Night shows at the Rochester Exposition and Horse Show for the first time affected the theatre business, and managers now feel that the fall business can get on in earnest now. . . . Ralph Williams, new drama critic of the "Rochester Journal," tried to stir up his readers against double feature programs, but got almost no response. . . . Family Theatre added crime speaker as flesh attraction.

## Utica Booth Plan Passed

Ordinance recently passed by the Utica Common Council, providing one projectionist for each motion picture machine in theatres wired for sound, has been signed by Charles S. Donnelly, mayor.

The ordinance became effective at once, although projectionists have claimed it has no effect upon conditions at present. Ordinance was passed despite objections of representatives of theatre owners.

## Eisenberg Branches

Philip Eisenberg, who has made a success of the remodeled Academy Theatre, Wappingers Falls, is branching out. He has opened a theatre in Windsor, Conn.

## Cinevox Production

Production will soon start at the Atlas Soundfilm Studios, Long Island, on the first of six features for Cinevox Productions. Alfredo Verrico, well-known Italian director, has arrived from Hollywood to supervise and direct this program for the season of 1932-33.

## Projectionists Seek Abolition of One Man

Calling it un-American and contrary to freedom of expression of the arts, International Alliance of Theatrical Stage Employees and Motion Picture Operators, in convention at Utica, recently adopted resolutions for the repeal of motion picture censorship. Another resolution, unanimously adopted, calls for the abolition of one-man operation of projection booths.

The resolution comes as a safety measure in the interest of fire prevention, according to its sponsors. "There is a tendency by some theatre managers," to quote Glen Humphrey, Utica, secretary-treasurer, New York State Association of Motion Picture Operators, "to have a boy instead of a licensed operator take care of second machines."

Calvin Bornkessel, Rochester, was elevated from the office of vice-president to president, succeeding Harry Brooks, Troy, who was made chairman of the legislative committee and a member of the executive board. J. S. Winick, New York, was named vice-president, while Humphrey was elected secretary-treasurer for the fifth time.

Executive board consists of the three officers and Frank Brodock, Syracuse; Frank S. Cummings, Great Neck; W. H. Colquhoun, Niagara Falls. Legislative committee: Chairman Brooks; Edgar T. Stewart, New York; Albert Ryde, Buffalo; Humphrey, Winick, Henry Bayliss, Albany, and Brodock.

## "Hold 'Em Cowboy" Has Lots of Pep



And Warners' first western boasts of John Wayne and Ruth Hall in the cast.



**Publix Ad Boost**

Forecast exclusively, new advertising policy of Publix is being put into effect in Hudson Valley; and in some instances the space being taken in the newspapers is greater than has ever been known before for the affected houses. In consequence, business has taken a turn upward.

**Heard In**

**U T I C A . . .**  
Season Starts and All May Be Well

*By Harry*

THROWING TRADITION and dates to the winds, the fall theatrical season in Utica was opened two weeks ahead of all former schedules. . . . Closed for the summer, the Avon was reopened in a blaze of glory. . . . Avon reopening heralded a new schedule of prices for that house and the Stanley, both under Warner and guided by Bert Leighton. . . . Reopening of the Uptown, under the direction of M. J. Kallett, Oneida, president of Kallett's Theatres, Inc., was another theatrical event which drew the crowds. . . . Here's the house staff: Manager, W. T. MacNeilly, formerly of Oneida; cashier, Miss Frances Kommer; ticket taker, A. W. Bjornstad; ushers, John Rose, Jack Flynn, Gilbert Cummings and Stephen Carpenter. Meyer Golding is floor man.

IMPROVED BY THE CONSTRUCTION of a large stage, Highland Theatre, management of Chris Marx, celebrated its anniversary week with flesh presentations. . . . Stage presentations were also shown at the Rialto, another neighborhood house, under Marx direction. . . . Highland and Rialto are the only houses in Utica showing stage offerings at the present time, and they will be continued.

THEATRES in Little Falls and Herkimer have been conducting beauty contests, with trips to Bermuda as the award to the winners. . . . Little Falls Military Band, in one of its recent weekly concerts, paid tribute to John Philip Sousa. . . . Figure this out for yourself, or just guess: The "Utica Press," in its "Ten and Twenty Years Ago" column, had these two lines under date of August 24, 1922: "Colonial and Gaiety Theatres transferred to Nathan Robbins." . . . Hippodrome Theatre, Little Falls, was slightly damaged by fire, which started in a pile of shavings left under the stage.

LeROY EARLY, 34, Yorkville, projectionist at the Oneida Theatre, Utica, died the other day following an operation for appendicitis. . . . Pied Piper of Hamlin has nothing on Joseph Vaccarelli, Utica, who has just organized a harmonica band. . . . Bootblacks and newsboys, none over 14 summers, make up his 12-piece aggregation.

**Rosenthal District Chief**

Morris Rosenthal, formerly connected with the Strand Theatre, Niagara Falls, has been named district manager for Warner at Little Falls and Herkimer. He will manage affairs at the Rialto, Little Falls, and the Liberty, Herkimer.

**Warner Club Serving Splendid Purpose**

One of the most concrete achievements of the past season has been the development of the Warner Club, with branches throughout the country. Here, in New York city, and upstate, too, the club is the center for all Warner employees.

The club has had the effect of boosting the morale of the Warner employees and also has resulted in savings for everyone concerned through the co-operative buying plan in vogue. The New York club has excellent equipment, acts as a rest and recreation center and executives can point to a better morale than at any time.

The Warner idea is one that can well be copied everywhere. Morale in this business can never be boosted too high. It is the key center which opens up one road to increased effort.

—J. E.

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### Syracuse Trade Set

After several months of see-sawing, Warner's Strand, Syracuse, passed under the RKO banner last week. The deal, as effected by the New York executives of both circuits, puts the Strand in a Class B group, with Warner's biggest attractions going to the established RKO-Keith house.

Despite expectations to the contrary, both houses will remain week stands for the present, rather than going split-week.

At the same time the Empire, formerly the Devitt, is expected to drop to the Class B status when it reopens in late September.

## Jersey Trio Shift in New Etelson Move

Three towns, Westfield, Butler and Pompton Lakes, N. J., are affected by a recent theatre deal.

Dick Etelson, well-known exhibitor, has taken the Rialto, Butler and Colonial in those towns. Harold Blumenthal is associated.

He has been operating the Ritz, Garfield, N. J.

### Heard In

**GENEVA**  
Regent Reopens and Buck Ballyhoo

By Glenn

SCHINE'S REGENT THEATRE reopened August 28 for winter. . . . Theatre was closed this summer to only two days a week and later went dark entirely. . . . Policy of three changes a week continued. . . . Admission, two bits. . . . Schine's Geneva Theatre announces return to RKO vaudeville circuit. . . . First vaude due here in a couple of weeks.

BUSINESS SEEMS TO BE PICKING UP. . . . Manager C. C. Young collected dummies of animals and transformed Geneva Theatre foyer into miniature jungle for Buck film. . . . Young was host to newsboys of "Geneva Daily Times" at show, and paper in return gave plenty of publicity. . . . Regent Theatre has been repainted and part of a new floor was installed.

### Glens Falls War

Price war and show war looms in Glens Falls. Pete Dana, Empire, has increased his vaudeville playing time to seven days a week, instead of three, in addition to a first-run feature. J. C. Fitzgerald, Rialto, has also gone from a half to a full week of vaudeville with first-run pictures.

This leaves the Publix Theatre the only first-run house that is straight pictures.

### Heard In

**NEWBURGH**  
Poughkeepsie Change and Jail Break

LIBERTY, POUGHKEEPSIE, is installing upholstered seats and soundproof flooring. . . . Rialto, Poughkeepsie, is giving children's shows on Wednesdays, Thursdays and Fridays for a straight dime.

ORPHEUM, KINGSTON, has reduced its prices to 20 cents top for adults and 10 cents for children at any time. . . . Kingston Theatre has adopted a weekly "laugh" night, with award of prizes. . . . Windsor Bliss, one-time assistant manager of a theatre in Middletown, who was serving 11 months in Goshen Jail for embezzlement of \$700, and was treated as a "trusty," escaped with another man who is accused of murder.

### 10 Para Percentages

About ten Paramount pictures will be sold on percentage, reports say.

Exact figure will be not less than six, it is expected.

### Haley Spectacular

Director Earl Haley, now on location in Arizona filming Columbia's outdoor epic, "Wild Horse Stampede," starring Rex, the wonder horse, is securing some of the most spectacular Indian scenes ever recorded by a motion picture camera, according to information. Much of Director Haley's early life was spent on the reservations of Arizona and New Mexico and his friendship with various Indian chiefs has given his company a decided advantage in gaining intimate scenes of Indian life.

## Pete Harrison Speaks on "Exclusives"

(Pete Harrison, "Harrison's Reports," has this to say about "exclusives" in a recent issue. It speaks clearly to the point.)

### EXHIBITOR GULLIBILITY

It is a pity that the exhibitors are so gullible; they are just like so much putty in the hands of the producers. Recently Al Lichtman, of United Artists, proposed a new plan for distributing pictures—the "Exclusive Run" plan. Immediately afterward one trade paper quoted Felix Feist, of Metro-Goldwyn-Mayer, as having stated that his company, too, has some such plan in view, even though he later denied as having made such a statement. And nearly every exhibitor became panic-stricken.

A plan by which a distributor will sell his pictures to one theatre in a certain locality, or in a town or city, is economically unsound. This the sponsors of such a plan know; but they announce it, just the same, on the theory that the exhibitors will rush to buy pictures from a particular concern if they should be made to feel that they cannot get them otherwise, with the result that these distributors reap great profits by the high prices they charge. Of course, they have put an "Exclusive Run" plan through in one or two localities, but their motive is, first, to penalize some exhibitors against whom they have a grievance, and, secondly, to pretend that they mean to put through such a plan.

Personally, I feel that it would be a blessing if MGM, United Artists, or any other producer-distributor for that matter, put the "Exclusive Run" plan through; it would stimulate independent production as nothing has stimulated it before, by creating a market for it. The independent exhibitors would, then, have all the pictures they would need at fair prices. The independent producers can make fine pictures today at anywhere from thirty to seventy thousand dollars per picture, whereas the big producers cannot make even a program picture for less than two hundred and fifty thousand dollars.

## "Age of Consent" Is Modern



Eric Linden, Arline Judge, Dorothy Wilson and Richard Cromwell may be found in Radio's "Age of Consent."



**THE ONLY**  


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**REGIONALS**  


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**IN THE METRO-**  


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**POLITAN AREA**  


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**... THE HOME**  


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**TOWN TRADE**  


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**PAPERS OF 4600**  


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**SHOWMEN!**

*The Pride  
of the  
East  
Coast!*



Reaching every theatre owner  
in BUFFALO, ALBANY and  
NEW YORK territories on the  
10th and 25th of each month.



Reaching every theatre owner  
in the PHILADELPHIA terri-  
tory on the 1st and 15th of  
of each month.



Reaching every theatre owner  
in the WASHINGTON terri-  
tory on the 5th and 20th of  
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**219 N. Broad Street, Philadelphia**

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# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Bad Press Sheet Squawk

Theatre managers and newspaper editors complain of unsatisfactory readers put out by a large producing and distributing concern. The sheets, it is declared, afford practically nothing from which to assemble material to produce a satisfactory and helpful reader. In the case of the producing company complained of, it is said to be impossible to get any information except about the players. In other words, the play is subordinated to the players. The play itself is dismissed with mere mention of its title.

Instructions to house managers call for their writing original readers. When they have time they do this, but frequently they send the raw material sheets to the editors, who, when they receive the sheets of this particular concern, go "up in the air." The net effect of the whole business is that the attractions receive scanty notice, because there is lack of material to build up on.

## Cohen's Jones Clubs

Morris Cohen, who is exploiting Columbia product in the Albany district, has founded Buck Jones Ranger Clubs in Warner's, Highland and James Theatres, Utica; Smalley's, Walton, Johnstown and Fort Plain; Palace, Oneonta; Liberty, Herkimer; Capitol, Ilion; Bijou, Troy; Colony, Schenectady; Capitol, Hancock, Palace, Tupper Lake; Rialto, Potsdam, and Atlas, Adams, Mass. The last named brought in 450 more children than the theatre's average business.

## Auto Award Big

Rockland Theatre, Nyack, had a record crowd of 4,000 the night of the award of an automobile. Mayor William E. Mott presided on the request of Manager Edward Wallach.

## Credit Einfeld

Charlie Einfeld, the Warner publicity and advertising chieftain, has succeeded in making his department one of the most efficient in the business.

Currently, the department has been working on the press book and accessories for "I Am a Fugitive," the Paul Muni show, and from the looks of things the Warnerites are exceeding themselves.

Einfeld works on the theory that a good press book is a great part of the selling battle. Maybe that's one of the reasons why Warners are clicking so well.

## "The Boiling Point" Presents a New Gibson



And First Division distributes the Allied production, "The Boiling Point," with Hoot Gibson and a feature cast.

## Radio Hook-up for "Phantom Express"



Pictured here are Roger Bowers, Stewart B. Moss, publicity director for Capital Films; Dick Powell, Ray Lewis, Lieut. Com. Strange Kelle, Bob Butterfield and the cast of "Phantom Express," which broadcast the story of the Majestic picture over WOR recently. There was a Macy's Boys Club tie-up, too.



**New Roxy Name**

A contest will soon be started to select a new name for the Roxy. S. L.'s nickname goes on one of the Radio City houses.

**Universal Keeps Up a Merry Pace**



And the "Tom Brown of Culver" and "Once in a Lifetime" influences are pictured above, among the current releases.

**"Bird of Paradise"  
Prizes for Showmen**

RKO Radio has brought up the heavy artillery used to make "Bird of Paradise" a ten-strike for showmen.

Five hundred in cash will be awarded for the best campaign on "Bird of Paradise." This will be split three ways, \$250 for the best, \$150 for the second best and \$100 for the third.

A special scrap should be made up containing all the publicity, ads, printed copies of any novelties used, photographs of lobby displays, and street stunts, together with descriptions of any unusual activities in connection with the picture.

The contest closes November 30, and all material should be in the mail by that date.

All campaigns should be forwarded to "Bird of Paradise" Department, RKO Radio Pictures, 1560 Broadway, New York City.

Cash prizes will be awarded as follows:

- \$250 First prize.
- 150 Second prize.
- 100 Third prize.

The prizes will be awarded for the best all-around campaigns, including newspaper advertising, lobby displays, exploitation and publicity. The winners will be selected by a group of judges selected by RKO Radio, including two trade paper representatives, and three advertising, exploitation and publicity experts.

**For "Blondie"**

In connection with "Blondie of the Follies," Edmund Howard, publicity man, Loew's, Rochester, invited city's "glorified girls" to attend the premiere. There are quite a number in Rochester who have played Broadway shows and they are well known. The idea as well as the appearance proved an aid to the film draw.

**Sunday Benefit**

Broadway, Park and Strand, Newburgh, gave Sunday performances for the benefit of a milk fund for children in unemployed families. Several hundred dollars netted. No regular Sunday shows are permitted.

**For "Horsefeathers"**

Century Theatre, Rochester, put on the first street ballyhoo in months for "Horsefeathers." Assistant Manager Marty Anderson obtained a horse and four excellent replicas of the Marx Brothers. The horse he decked in feathers and the boys in the proper dress and make-up to parade the streets during rush hours.

**New Saranac Plan**

A. B. Anderson, manager, Pontiac Theatre, Saranac Lake, has announced that, beginning September 3, continuous programs will be given over each week-end.

The idea of four shows each week-end day is being tried experimentally, and will be continued as a permanent policy if it proves popular with the show-going public.

**Rochester's Local Talent**

Manager Jay Golden's radio test publicity stunt, in connection with Station WHAM, gave plenty of local talent for the stage bills at the RKO Palace, Rochester, as well as bringing in the friends of the performers.

**Heard In**

**E L M I R A**  
Jackson In and Watts Undecided

*By Jay*

STRAND, WB, closed in July, has re-opened with Bert Jackson, formerly of Troy Theatre, Troy, as manager. . . . Majestic, WB, closed a year ago, is being remodeled for fistic shows; Tommy Thomas leasing. . . . Mique Henderson has been named lobby artist for all Warner Brothers' houses here.

MANAGER HARRY WATTS, Keeney's, WB, undecided about adding vaudeville again this season. . . . Drew large business last season and everybody hoping it will be served with pictures as usual during winter months. . . . Herbert Schenck, assistant manager, Keeney's, one of the hardest working young men in local theatres, taking well-earned vacation in Adirondacks. . . . Rotary Club boosting shows at Keeney's, because Manager Harry Watts is helping club as member of entertainment committee.

**The 1932 Annual Motion Picture Handicap  
GOLF TOURNAMENT and DINNER-DANCE**

under the auspices of "THE EXHIBITOR"

LU LU TEMPLE C. C.  
Philadelphia

Friday, Sept. 23rd



GENTLEMEN:

Here's my entry and \$10.00 for the Gala Festivities on Friday, Sept. 23rd.

My club handicap is.....

My five best scores are.....

SIGNED.....

ADDRESS.....

FIRM.....

Make checks payable to Golf Tournament Committee % "THE EXHIBITOR, 219 North Broad Street, Philadelphia

**DON'T DELAY—Entrance Fee on the Day of the Tournament, \$12.00**



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Blondie of Follies"—MGM

Marion Davies, Robert Montgomery, Billie Dove, Jimmy Durante, James Gleason, Zazu Pitts, Sidney Toler, Clyde Cook.

Chorus girl yarn that has some bright spots, but little novelty. Metro probably expects the name cast to carry the show along. Without them, the piece wouldn't shape up as much. As a back-stage story, it is one of many. Davies turns a nice part, others are competent, but what have you?

Estimate: Sell names.

## "Devil and the Deep"—Para

Tallulah Bankhead, Gary Cooper, Charles Laughton, Cary Grant, Paul Porcasi.

The Bankhead influence is minimized and the concentration is placed on the new Paramount find, Charles Laughton. Even Gary Cooper seems wooden. Laughton is a mad, jealous submarine commander, Bankhead the wife, Cooper the third side of the triangle. Laughton deserves a build up. Bankhead deserves a good story.

Estimate: One coming, one going.

## "Exposure"—Tower

Walter Byron, Lila Lee, Tully Marshall, Mary Doran.

Nifty little newspaper yarn that should hold anywheres. Tower has been shooting along some pleasant inde shows, and "Exposure," of familiar construction, but with new angles, deserves a hand because it has come out the way it has.

Estimate: Very pleasant.

## "Broadway to Cheyenne"—Mon.

Rex Bell, Marcelline Day, Matthew Betz, Robert Ellis, Huntley Gordon.

Western with a gangster angle, the gunmen moving out to the open spaces. The piece is packed with action, should appeal to those who like fast-moving pieces. Bell is coming along, and this should help him a lot.

Estimate: Above recent average.

## "Law of the North"—Monogram

Bill Cody, Nadine Dore, Andy Shuford.

Our Bill is suspected of murder, but right will out in the end and does. Cody is his usual able self, with the Shuford-Cody team having its own following.

Estimate: Action fans meat.

## "Strange Justice"—RKO

Marian Marsh, Reginald Denny, Richard Bennett, Norman Foster, Irving Pichel.

Nicely mounted yarn with Denny carrying a heavier role than usual. Production values are especially good. While the cast hasn't a star name, the feature aspect should be able to carry it.

Estimate: Average.

## "Goon-Goon"—FD

Made on the Island of Bali, with a cast of native players.

Off-the-beaten-path film with exploitation possibilities. "Goon-Goon" has a wealth of material for roadshow selling, should attract audiences through its combination of artistic appeal and physical attraction. Showmen will have a natural where they get behind it. The film itself ranks high in its own sphere.

Estimate: Sell it.

## "Chandu"—Fox

Edmund Lowe, Irene Ware, Bela Lugosi, Herbert Mundin, Henry B. Walthall.

With the radio plug and the action that has been thrown into the story, "Chandu" is in. Audiences everywhere will go for it. And that daily radio build up is a guarantee.

Estimate: It's in.

## "Those We Love"—Tiffany

Mary Astor, Kenneth McKenna, Tommy Conlon, Lilyan Tashman, Hale Hamilton, Earle Fox, Pat O'Malley.

Domestic triangle stuff that can be easily digested by any neighborhood audience. The direction has included the usual amount of pathos and tears. Tiffany's all-feature cast and a steady pace in direction assures neat return.

Estimate: Well done.

## "Bill of Divorcement"—Radio

John Barrymore, Billie Burke, David Manners, Katherine Hepburn.

Introducing a name, Katherine Hepburn, and revealing a production that is distinctly in the class department, Radio has a well-made show in "Bill of Divorcement." What it means for the masses is another question. The show has been well finished, belongs in the swell acting class.

Estimate: Triumph, but how about the box office?

## "Crooner"—Warners

David Manners, Ann Dvorak, Ken Murray.

Thinly disguised saga of a crooner with the topical advantage of strong importance. Suitable for all kinds of exploitation and likely to hit home wherever there is a radio. Timeliness overcomes chances that were missed.

Estimate: Cash in.

## "Night of June 13"—Para

Clive Brook, Frances Dee, Charlie Ruggles, Gene Raymond, Lila Lee, Mary Boland.

Down-to-earth show that will be enjoyed by any audience; thanks, especially to the direction. Paramount has contributed a neat bit of program material and a feature cast to boot.

Estimate: Nice programmer.

## "Blonde Venus"—Para

Marlene Dietrich, Herbert Marshall, Cary Grant, Dickie Moore, Gene Morgan, Morgan Wallace.

Dietrich is the same, but the story doesn't seem to be especially fitted for her talents. Once again, the famous Dietrich legs are revealed, and the story makes her a sacrificing wife who works in cabarets to earn money to cure her husband. The story might have been better, but the Dietrich-Sternberg combination is undoubtedly box office.

Estimate: Dietrich, that's all.

## "War Correspondent"—Col.

Jack Holt, Ralph Graves, Lila Lee.

Chinese war background, with Holt and Graves doing the same thing they have been doing for many, many seasons. Lila Lee acts as the feminine foil, and the hurly-burly school of audiences will get their usual number of laughs. Holt, Graves and Lee are as capable as usual.

Estimate: Familiar action in a new setting.

## "They Call It Sin"—WB

Loretta Young, George Brent, Una Merkel, David Manners, Helen Vinson, Louis Calhern.

Nifty for Young and the usual Warner standard of production. The Young-Brent-Manners combination should be enough to warrant fair returns. Tale is one of familiar breed. It should get by as a programmer.

Estimate: Just so-so.

## "Crooked Circle"—W-W

Ben Lyon, Zazu Pitts, James Gleason, C. Henry Gordon, Roscoe Karns, Robert Frazer.

Paramount borrowed the director of this piece, "Lucky" Humberstone, which is a tip-off on how good this piece is. The usual collection of sliding doors, mysterious doings and a spooky house brings about plenty laughs and thrills. World Wide has a nifty programmer in this laugh-getter.

Estimate: Neat piece.

## "Big Stampede"—WB

John Wayne, Noah Beery, May Madison, Luis Alberni.

Wayne is in again with his second Warner western, and there won't be any complaints. This hits the same stride as his first, and the horse opera devotees will be plenty thrilled. The plot may not be unfamiliar, but who cares.

Estimate: Okay, Nellie.

## "Man from New Mexico"—Mon.

Tom Tyler, Karyl Lincoln, Robert Walker.

Our hero finds the heroine in peril, saves the day and all is well. Just another western and likely to provide the usual number of thrills and laughs for the open-air devotees. Tyler's features always hit the same standard.

Estimate: Suitable for mare-lovers.



# GOLF

The 1932 Annual Motion Picture  
**Golf Tournament  
and Dinner-Dance**  
under the auspices of "THE EXHIBITOR"



- *The TIME*—on Friday, September the 23rd • • • Golfing all day for those desiring • • • Tournament starts at one-thirty • • • Dinner-Dance at eight • • • A full day!
- *The PLACE*—the palatial and hospitable Lu Lu Country Club in Philadelphia's delightful suburbs • • • Good food • • • Good fellowship!
- *The GIRL*—maybe your wife • • • Maybe someone else's • • • Who cares? • • • Everyone out for a good time—and getting one!

**\$10.00**

COVERS  
EVERYTHING

FILL OUT ENTRY BLANK ON PAGE 29



# THREE ROUSING WAR-WHOOPS, MEN!

Sep 10 '32 b.c.

*You're Back in the MOTION Picture Business with 12 Roaring Episodes of the Grandest American Outdoor Show that Ever Drove Fifty Million Kids Wild with Joy!*

# THE LAST FRONTIER

COURTNEY RYLEY COOPER'S  
RED-BLOODED DRAMA  
OF FIGHTING MEN  
AND FIGHTING DAYS

with

CREIGHTON CHANEY,  
DOROTHY GULLIVER, FRANCIS  
X. BUSHMAN, Jr., JUDITH BARRIE,  
JOE BONOMO, WILLIAM DES-  
MOND, YAKIMA CANUTT, PETE  
MORRISON • Supervised by  
Fred McConnell • Directed by  
Spencer Bennet.

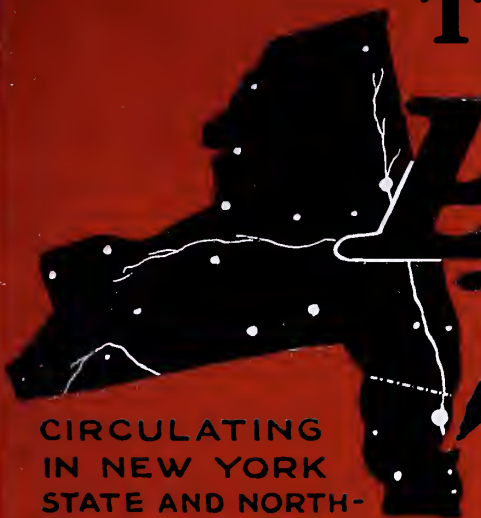


Released Sept. 2 when Young America is taking its last fling at vacation...just before they sink their noses in the history books.

Men of daring cleave the savage West in the most dramatic of all the Indian campaigns, culminating in Custer's Last Stand. Thousands of Indians, herds of buffalo, wagon trains weaving their snake-like trail toward the Golden Gate. Historic characters re-live the blazing pioneer days.

Produced by **VAN BEUREN CORPORATION**





# THE NEW YORK STATE **EXHIBITOR**

**COVERING THREE FILM ZONES**

CIRCULATING  
IN NEW YORK  
STATE AND NORTH-  
ERN NEW JERSEY

**AN EMANUEL-GOODWIN PUBLICATION**

Vol. 5—No. 2

NEW YORK, SEPTEMBER 25, 1932

PRICE, 15 CENTS



**Sheer Drama!**  
**Unadulterated Thrills!**

**Love! Suspense!**

The Picture that will thrill,  
interest, satisfy and appeal to  
all patrons. A mystery that  
will send them away talking.

## “THE KING MURDER”

**A CHESTERFIELD PRODUCTION**

Featuring:

CONWAY TEARLE	●	NATALIE MOORHEAD
ROBERT FRAZIER	●	DON ALVARADO
DOROTHY REVIER	●	MARCELINE DAY
HUNTLEY GORDON	●	MAURICE BLACK

*Directed by* **RICHARD THORPE**

**A FIRST DIVISION RELEASE!**





# "GOONA-GOONA"

NEW YORK WORLD-TELEGRAM,

Judging from the long lines of standees at all of yesterday's early performances the public has a yen for films dealing with this Eden of the East, which practically assures the Cameo of having a hit on its hands.

**RECORD CROWDS!  
RECORD REVIEWS!  
RECORD BALLYHOO!**

NEW YORK HERALD TRIBUNE,

"Goona-Goona," the latest motion picture in the Bali cycle, opened yesterday to a line of patrons stretching eagerly out into rainy Forty-second Street.

NEW YORK 'AMERICAN

## 'Goona Goona' Is Different, Vitally Interesting Picture

By REGINA CREWE,  
**First Romance of Bali  
Thrilling Screen Tale**

"GOONA-GOONA," a First Division Picture, created by Andre Roosevelt and Armand Denis; symphonic score by Th. Kross Hartmann and Marcel Deaux; presented at the Cameo Theatre.

THE CAST.  
Coolie ..... Wyan  
Wife ..... Dasnee  
Prince ..... Nongza  
Princess ..... Maday  
Sister ..... Seronee

This is the fire romance of Bali, that isle of the blessed slumbering languorously in Java seas. Before Frank Buck could "Bring 'Em Back Alive," before Charlie Trigo camera-captured his "Isle of Paradise," Armand Denis and Andre Roosevelt "discovered" Bali. Their cameras "were the first that ever burst into that silent sea." And following European success, the synchronized record of their observations comes to the Cameo screen.

So again we glory in the symmetry of lithe, well-muscled

men-like-gods and the unconscious beauties of the island belles against a background of palms and banyans, sands and sea, smouldering volcano and valley luscious with luxuriant vegetation. This time, too, there's a silver thread of story woven through the Balinese tapestry, with a brave and handsome hero, an appealing heroine, a properly sinister villain and a villainess that trafficks in the fearful goona-goona charm with dire tragedy.

The Prince, who combines white collars and native sarongs in his sartorial exquisiteness, returns from Europe to meet his neighbor's wife, the sloe-eyed Dasnee. In Bali, as in all the world, there are plenty who will pander to a prince. Thus when his amorous glances are interpreted the inconvenient husband is removed from the scene and the young wife drugged into oblivion. Discovery follows, and with it comes disaster riding the keen edge of a kriss. Hearts are pierced and hearts are broken. There is no happy ending.

The narrative is embellished with an embroidery of Balinese ritual. The Prince's home-coming, the preparation of his bride, the wedding feasts in high caste and low, the incantations of the blind witch-doctor, the fearsome devil dance, the running amok of a maddened native, the judgment giving of the high priest—these and a dozen more well-filmed episodes lend interest to "Goona-Goona" in addition to its other wonders. It's something new, something different, something utterly and vitally interesting. It recreates that wanderlust. And, by the way, what's the fare to Bali?



U. S. RIGHTS  
FIRST ANGLO CORP.

NEW YORK EVENING JOURNAL

### Spent Five Years Photographing Picture

Produced and directed by Andre Roosevelt and his son-in-law, Armand Denis, who, one is informed, spent five years preparing and photographing the picture, "Goona Goona" offers lovely views of the enchanting island, its graceful inhabitants, its picturesque ceremonial rites and its impressive symbolic dances. A story, based on an old Balinese legend, is threaded through the pictorial beauty and relates how Prince Nongza becomes infatuated with Dasnee, the wife of a humble coolie. The "Goona Goona" of the title refers to a local love philtre which is given to Dasnee with tragic results. Enacted by a cast of native players who are ingeniously charming, the film unwinds in pleasantly leisurely fashion and has the advantage of an effective musical score. And over the week-end, the Cameo Theatre was crowded at each performance.

DISTRIBUTED THROUGH

"The World's Leading Independent"

**FIRST DIVISION EXCHANGES, Inc.**

HARRY H. THOMAS, President

Executive Offices, 1600 Broadway, New York



**No—it's not "The face on  
the cutting-room floor!"**

Our trailers are not made up of the scrap material left over after the picture has been cut. National Screen Service trailers show actual footage from the feature itself!

Those talking scenes your audiences see and hear—those little flashes from the heart of the picture that thrill your patrons with their big moments, and tease them with the promise of other thrills to come—those appetite-creating scenes you get in National Screen trailers are picked with utmost care from the entire length of the feature advertised; and picked with a purpose!

Showmanship is the guiding principal in making this choice—showmanship that will bring results at your box-office through increased ticket sales.

Trailers build business! You can prove it—check your audiences!



**National  
Screen  
Service**

**Ad-Vance Trailers**

Sep 25 '32 pg. 3

**A Message  
from the Makers  
of the World's  
Finest Trailers**

National Screen trailers give your patrons familiar samples of the picture to come—and give them such a way as to create desire to see the advertised feature. Trailer cost is a trivial cost in operation.

**National Screen Ad-Vance Trailers are your first aid to better business.**



# The New York State EXHIBITOR

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September 25, 1932

### How About It, Mr. Schenck?

**T**HERE is nothing in this business which good pictures can not cure."—

Nicholas M. Schenck, president, Loew's, Inc., and Metro-Goldwyn-Mayer.

The above statement was made by the Metro executive early in the year. Inasmuch as his organization may rightfully be credited with still making box-office pictures, then it can be assumed that his statement still holds true.

Why, then, Mr. Schenck, do not Metro and Loew believe in the above principle? Why, Mr. Schenck, does "Blondie of the Follies," as an example, one of the supposedly good pictures (designated at 30 per cent) referred to in the above, have to be supported by a stage show including such names as Sophie Tucker, George Olsen, Lilyan Tashman, Jack Pearl, Ethel Shutta and Jack Benny, besides the usual adornments of a Broadway first-run house?

As head of a company which seeks a good return for its product and which must frown on the double-feature and premium give-away practice, how do you explain your own company's attitude toward its own product? Why should a Broadway house, getting the product early, and given the advantages of a Broadway location, show that lack of confidence in its product so as to surround it with a reported \$20,000 stage show and then expect the small subsequent run to play it alone?

This department does not defend double features or premiums or, for that matter, any type of added audience attraction, but it does feel that the small exhibitors have the same right as the initial Broadway house.

The small exhibitor cannot run top-heavy stage shows. But he can resort to what he deems the next best thing.

To you, Mr. Schenck, as a constructive factor in our business, and to all others who are indulging in this mad orgy of hidden features and wide-open stage shows—clean up your own backyard before you try to regulate the rest of the industry.

### Exchange Principle

**T**HERE have been too many examples where local censorship of films has been influenced directly by one feature, forced upon the local exhibitor by a contract which has no cancellable clause or by a hard-headed exchange chief who places immediate revenue ahead of future business.

Where an exhibitor knows his territory, is certain that exhibition of a certain type of picture will react not only to his own detriment, but that of the industry, that theatremen should be given the right to cancel out certain features.

"Freaks" was a case in point. Generally, exchanges in the eastern sector of the country, because of the hubbub which arose, allowed exhibitors to drop the feature if they felt its exhibition would be harmful. In spots where the exchange insisted on its being played, disaster sometimes followed.

Such an attitude did not come from the home office, but if the home office okayed an exchangeman who exercised such judgment, it is just as guilty. The exhibitor should be given the right to cancel out a definite number of features. There are few who would take unfair advantage of such a clause. The amount involved is infinitesimal to the damage the entire industry may suffer.

### A Bow to Shorts

**P**RAISE for short subjects is nothing new. The history of the business has indeed indicated that, despite changing trends in the industry, the short subject always comes true successfully, shaping its form to meet the demands of the public.

The short subject is about the most flexible division of motion picture production. Not tied down by huge production costs, it takes advantages of changing ideas, has courage to experiment. Thanks to the ingenuity of some of the creators of short subjects, our screens have been privileged to present real new developments in entertainment.

It is the short subject, too, that develops new stars, outside of new ideas. Limited by time and as to expenditure, too, the short subject has always been forced to get the message or idea over quickly, with little or no waste. The short subject has given us new directors, new producers, men who have successfully used their ideas in feature production.

Exhibitors everywhere know what a balanced program means to their theatres. From the large amount of short subjects announced for the coming season every house should be able to give its patrons the ultimate in surrounding entertainment. Truly, this is a short subjects year.

### M. P. T. O. A.-Allied

**T**WO months ago, following the sessions of Allied and M. P. T. O. A., these columns gave rise to the hope that co-operation between these two organizations might be possible. In only such a combination could protection for the exhibitor be secured.

There is reason to believe, now, that the parley has taken place between M. A. Lightman and the Allied, that some definite plan of co-operative action will be followed, without sacrificing the individual entities. Politics should be eliminated by both parties for the good of the industry.

One organization instead of two is the logical offspring, but if this cannot be arranged, a definite plan of combination in action is suitable.





# Passing of Kaplan from Operator Picture May Result after Conflict

## Wingate With M. P. P. D. A.

Dr. James Wingate, recently director of the Motion Picture Division, New York State Department of Education, has been invited to come to Hollywood to join the staff of the Motion Picture Producers and Distributors of America, Inc.

It is planned that Dr. Wingate will succeed to the position to be vacated by Colonel Jason S. Joy when he accepts an executive position with Fox, and his duties will cover the administration of the motion picture production code with the complete machinery developed for its enforcement through self-regulation in the motion picture industry. In his former position Dr. Wingate has been intimately associated with the work of the motion picture industry for many years, reviewing and censoring the pictures exhibited in the State of New York.

## Heard In

**CROSSTOWN**  
Some Loss and Lots of Deals

THAT \$5,900,000 QUARTER LOSS for Paramount caused a lot of gloom in the 1501 elevators that morning. . . . Hal Horne started his session as president of the AMPA auspiciously. . . . Incidentally, Mickey Mouse, to whom Hal is guardian, will have a sandwich named after him, September 31, when he celebrates his fourth birthday. . . . There will be a national radio hook-up. . . . "Maidens in Uniform," at the Criterion, had one of those swell openings. . . . The show was finally passed by the state censors. . . . John Krimsky and Gifford Cochran are sponsoring.

EXHIB CELLIANY, who has the Grove, Irvington, N. J., has taken the West End, Newark, from Al Gottesman, thus ending the particular competitive situation that existed there. . . . Cannon Movies is now a Max Posen possession. . . . From Rosen to Posen. . . . While the Boulevard, Jackson Heights, will have movies on Sunday under Werba direction, with legit shows at other times.

H. E. EIGARD, the landlord, is now operating the Mattawan Theatre, Mattawan, N. J., formerly run by Al Selig. . . . New Plaza, Brooklyn, has also changed ownership. . . . Nossek and Wiedeman are handling the Medford Theatre, Medford, L. I., with a German-only policy for Sunday and Monday. . . . Max Cohen, who has the Wallack Theatre and also the first-run Broadway Beacon, has acquired the Boro Hall, Brooklyn, which he will run in conjunction with the others.

LOU NIZER has returned from the vacation spent in New Hampshire, and

## National Union Investigating Status of 306—Empire Picketing Continues on Broadway—Additional Bombings Stir Police

A series of moves that may find Samuel Kaplan, president of Local 306, Moving Picture Machine Operators Protective Union, passing out of the picture is predicted by those close to the Local 306-Empire turmoil.

## Esmond Named Head of State Censor Dept.

### Long Important in Legal Division of Education Department

Irwin Esmond, director of the law division of the State Education Department, is the new director of the motion picture division of the State Board of Education.

Esmond has been in the law division of the State Education Department for 17 years, and during that period has handled all legal questions in connection with censorship cases. For the last ten years he has served as director of that division. Esmond is a graduate of Cornell Law School and before going to the law department practiced law in Ballston Spa, Saratoga County.

hopped over to Philly this past week-end, where he was due to act as toastmaster at the annual golf tournament sponsored by THE EXHIBITOR, a sister publication. . . . John A. Dimariax has the Lyric, Rosebank, Staten Island. . . . Knute Sagerquest has taken over the Strand, Nelsonville, the burg where Judge Nelson holds sway. . . . The Lindy, Lindenhurst, is now the Wellwood. . . . While the Red Bank, N. J., Strand has reopened for the season. . . . Gladys Kilgour, who took the Wellwood, also has two other theatres. . . . Fred Unger, of the Fort Lee Ungers, has taken the Rex, Jersey City, which used to be known as the Danforth not so long ago.

QUEENSBORO, ELMHURST, which has had a string of operators at various times, is now being run by Tanor Holding Corporation. . . . And the acquisition of the Bedford, Bronx, by Springer and Cocalis, from Ben Knobel, is now official. . . . The trade was sorry to hear of the death of Charlie Goldschlag's father. . . . Daniel Mavity is managing the Lenox Little Theatre, with Jessica Cosgrave president of the managing company.

WITH PLENTY OF DEALS on prices and bookings going on between indies and circuits, the protection lines have been changed. . . . Upper Broadway sees a greater protection for Loew because of the Skouras-S-C hook-up and the same thing has happened in other spots. . . . A lot of the boys went over to Philly for THE EXHIBITOR golf tournament.

On the heels of the additional bombings of two Loew houses not many days ago and finding of dynamite in an operators booth came the news that investigation of the Kaplan union is being undertaken by the national body, with William C. Elliott, president of the international, leading the way. This was done because of the promise made to William Green, president of the American Federation of Labor, last summer.

The Bronx district attorney's office has been investigating the attempted dynamiting of Loew's Paradise, and the Brooklyn district attorney has been looking into the bombing in his district.

Those close to the situation declare that the national body may find itself in a position to force Kaplan out of the picture, leading to an eventual combination with 306 or a rebirth of the local union with new heads in charge. Kaplan or the union heads, however, will not speak.

It is known, however, that Charlie O'Reilly, president of the local T. O. C. C. exhibitor body, is a chief figure in the unwrangling, with both indies and circuits looking to him to help clean up the mess. With the ace Broadway houses being picketed by Empire, even though they are union, and the courts upholding the act, local producer-circuits want the situation disposed of. Conferences were held this last week to secure withdrawal of pickets.

Kaplan, through his spokesman, denies that he has any intention of resigning, but onlookers declare his removal is the only solution to the problem.

Thus far, two unions, 306 and Empire, picketing each other's houses, all the circuits and indies using either of the two; three district attorney's offices, the national union, the Grand Jury and a couple of magistrate's courts have been involved, making the whole thing an intricate situation if ever there was one.

"NIGHT MAYOR" is being released in lots of other spots. . . . So far, it hasn't been shown locally. . . . Those who have seen it can't see why not. . . . The campaign on "Life Begins" for the Strand wasn't as conservative as that for the Hollywood, but the former got the shekels. . . . Proving what? . . . Al Sherman is still writing that play with Ed Finney. . . . Checks can now be signed for meals at the Motion Picture Club. . . . Realart Pictures has entered the field. . . . Larry Kent is with Skouras in Jersey. . . . The Paramount, Staten Island, was the first to try out tabloid plays. . . . Passing of Fred Desberg was mourned by leading executives and his friends. . . . Skip Weshner, the big Warner publicity man, is leading the drive for more tax collections in Newark.





Just a part of the crowd that attended the premiere showing of "Goon-Goon," from First Division, on the M.S. "Augustus," of the Italian Line, several days ago. Many leading folk in the industry as well as critics and reviewers attended the dinner and dance. The picture opened at the RKO Cameo the following day to record-breaking business.

### Pre-Election Celebration

Stage and Screen division, Democratic National Campaign Committee, will hold an elaborate dinner and entertainment at the Hotel Astor, October 15.

Many film men are on the committees.

### Heard In

**P**ASSAIC  
Tickets Free and Gutteridge Moves

By Eye-Ess

TEN TICKETS to the Schmelling-Walker fistic extravaganza at the new Madison Square Bowl in Long Island were given lucky patrons of the new Montauk Theatre (Warner Brothers), by Manager Garry Voorman. . . . One of the winners was Clifton's police chief, Tunis Holster. . . . Revival Week was conducted by Dick Ettelson at his Ritz Theatre, Garfield. . . . Attendance all week was so gratifying that Ettelson plans to revive a couple of other old favorites. . . . Vaudeville has been reintroduced at the Rex, East Rutherford. . . . Jack Portee, local representative of the Gottesman interests, put on five acts just for the weekend and plans to continue with other stage presentations because of the response at the box office. . . . The Pashmans, who run the Strand, Clifton, are still concentrating on foreign talkies. . . . The "Herald-News,"

Passaic's only daily, is co-operating with motion picture managers and patrons by publishing a schedule, listing the hours when the features go on at the various theatres.

PASSAIC AND PATERSON PEOPLE threw out their collective chests when the "old home towns" were given a break in "Skyscraper Souls." . . . The Chamber of Commerce is always on the job to place the fair name of Passaic on the tongue of America. . . . The last time the town got any national prominence was when Johnny Salo, the cop, won the 3,500-mile footrace from New York to San Francisco.

WALTER GUTTERIDGE has replaced Daniel J. Shepherd as manager of the RKO Rivoli, Rutherford. . . . Shepherd will devote his time to his two theatres in East Orange. . . . Gutteridge comes to Bergen County from the Royal in New York. . . . Before that he worked in New Rochelle. . . . One of his first features at the Rivoli was a "Break-in Night," to give new talent an opportunity to demonstrate its effect on the cash-paying customers. . . . Max Hecht, manager of the Rialto, Passaic, put "The Last Mile" on for five days and was well pleased with the returns.

### Union Terms Settled

Stage hands have apparently got together with the vaude and motion picture houses here.

It appears, at this writing, as if stage hands will take a 15 per cent cut in presentation houses and 12½ per cent in vaude theatres.

The settlement awaited the endorsement of the union.

### Port Jervis Opening Planned

Reports in Port Jervis have it that the Palace Theatre has been leased by a prominent New York man, and that he plans soon to open the house for motion pictures and vaudeville, in opposition to the Strand and Ritz. Palace has been closed several years, following the death of W. V. Conkling. Joseph Menges purchased the property at foreclosure sale a few months ago.

### Why Allied Made Bomb An Issue

New York Allied has made an issue of extravagant publicity by certain newspapers of the recent comparatively harmless bomb explosion in the Music Hall, Tarrytown, for two reasons: First, a feeling of fear engendered in timid persons, calculated to hurt attendance not only in Tarrytown but theatres in a wide surrounding area; second, the embarrassing position Manager Greenblatt was placed in in the film market, the publicity indicating he had a tremendously large attendance on a Sunday afternoon.

The episode caused the managers of a number of houses along the lower Hudson to take out insurance against bomb explosions. Yet it was declared the Tarrytown explosion was merely an accident, and of practically no consequence.



# Allied New York Proposes Forming Federation for Eastern Affiliates

## Protest Due

There are reports around of a protest meeting against excessive percentage asked by certain distributors. It is likely that if anything is done about it, Jersey Allied will pave the way.

With Prexy Samuelson away the early part of the week, however, nothing was definite.

## Jersey Allied Up in Arms Over Distribs Terms

### Few Deals Closed; Survey Going On

Jersey Allied, with all members voicing the same opinion, is pretty well het up over the prices being asked by the exchanges.

Not only do they exceed those of former years, but many houses, because of the chains taking all product, may be unable to open. If they do, they will have to change their runs.

A committee is now investigating the entire situation. Last meeting of Allied found all members pretty sore about what they considered a serious situation.

### Heard In

**U**NION COUNTY  
Amateurs Back and "Pop"  
Resigns

By J. McL.

RESTORATION of amateur nights has been made by Manager George Kelly, Ritz, Elizabeth. . . "Pop" Bang, props at the Ritz, and perhaps the oldest stage employee in the county in point of years, has resigned. . . M. Spitzer Cohen, former manager, National, Jersey City, now serves in like capacity at the Regent, Elizabeth. . . Mayfair, Hillside, had a fairly productive summer showing first-run films. . . Zavel Zilberts, conductor of international reputation and composer of classic Hebrew choral music, has been engaged as leader of the Elizabeth Choral Society. . . The stork recently hovered over the home of John Bechtel, Ritz electrician.

LEADERS of the theatrical profession are being banded together in Elizabeth, N. J., in a non-commercial and non-profit-sharing plan to sponsor the work of the Elizabeth Community Players. . . Elizabeth group will be the nucleus of the national "Save-the-Theatre" movement and the company will be aided by some of the foremost figures of the American stage.

## Take Up Contracts at Newburgh Meeting — Servicing of Sound Machines Also Topic — Rochester Attends Body First Time

Allied Theatre Owners, Inc., of New York, at a largely attended meeting in Newburgh, September 15, plunged into a discussion of and action on problems which have become acute for independent theatre exhibitors.

Contracts, percentages and other subjects held attention at morning and afternoon sessions, which were marked by unanimity of feeling and a determination to press on until improvement is brought about.

Among the speakers were President J. M. Beck, Liberty; Secretary Frank V. Walsh, Newburgh, and Sidney Samuelson, president of Jersey Allied and secretary of national Allied.

The embarrassing situation in which theatres find themselves as a result of shortage of pictures, due to failure of major companies to release promised production, was entered into at length and various suggestions for meeting the situation were made. It was declared that under existing conditions, it is difficult for theatres to operate satisfactorily, and it was insisted that remedial action must be forthcoming.

It was the evident sense of the gathering that before contracts are signed, the policy of each producing company should be known. In this connection it was emphasized that when contracts are actually signed, the exhibitor should know exactly what he is putting his name to. It was said that often there is much in contracts that the average exhibitor is not aware of until subsequently, when it is divulged by distributors much to his surprise and discomfiture. The general tendency of producers to make increases in their various territories at a time when conditions call for concessions to exhibitors was developed in reports.

In connection with Paramount, and its insistence on the high dollar, there was a suggestion that when its product is shown the admission be raised and the reason therefor told the public.

A gradual growth in patronage is noted,

indicating improvement in economic conditions, but any raise in admission, even if only temporary, might have a bad effect.

Action was taken to straighten out difficulties arising over "subsequent runs" in various cities reporting such trouble. Board of directors was given power to make adjustments. There was complaint over delay in service for sound equipment. It was said the equipment companies do not have enough men available to help out theatres that have trouble, and these men are not located convenient to the theatres they are expected to serve.

Sidney Samuelson was authorized to represent New York Allied at the mid-Western gathering in Chicago, September 19. Following his return the organization will probably be called in special session.

The desirability of Allied organizations of the East forming a federation was considered, and it is deemed probable that in time headquarters will be established in New York, with a paid executive in charge. New York, New Jersey, and the states of Eastern New England would affiliate.

In a general discussion, the possibility of the Allied organizations of the country going into the producing field was touched on. It was felt that this may be the ultimate outcome of the unfavorable status which exhibitors are being placed in by present production concerns. Reference was made to the newsreel which Allied put out for a time, and it was declared to have been a success, and some exhibitors expressed regret that it had not been continued.

Newburgh meeting was the most representative New York Allied has yet held. Theatre owners were present from all sections of the state, including, for the first time, Rochester.

## RKO Extending Its Inde Booking Lines

Because of the tight buying situation, more of the indes are being booked through the chains.

Latest to jump into the RKO fold are the Rex, E. Rutherford, N. J., and the Empire, Bronx. The latter deal will give the RKO Franklin in the neighborhood first run on Fox product, with the Empire following. This was reported several weeks ago.

Exhibitors say that never at any time has the buying been so competitive. The chains, it appears, have sewed up everything.

## Some Bits

Some quotes from THE VOICE OF LEADERSHIP, by Harry Kalmine, manager, Warner Brothers, Jersey zone:

What every manager wants to know:

Will I have money pictures on my program next season?

And he answers that by saying that with general business improvement on the way and a Warner line-up which must stir every showman to the utmost enthusiasm, Warner theatres can't fail to bring in better box-office returns.



## Federal Regulation Asked by Two Bodies

**Allied-M. P. T. O. A. Agree on  
Plan of Action**

A plan of action which will see Allied and M. P. T. O. A. working along the same lines has been adopted by leaders in the two bodies meeting in Chicago last week.

A proposed bill, to be introduced into Congress, would prohibit block booking in groups of five or more, unless the exhibitor is given a 20 per cent cancellation privilege. Exclusive runs are made illegal. Zoning and protection are prohibited beyond a reasonable time. The Federal Trade Commission is placed in the role of arbitrator. A new uniform contract will be drafted by a committee appointed for that purpose.

The meeting was harmonious and indicated that in the future the two bodies would work together.

Among those attending were:

Allied—Abram Myers, Al Steffes, H. M. Richey, Sidney Samuelson, Col. Cole, Aaron Saperstein, B. Benfield.

M. P. T. O. A.—M. A. Lightman, Fred Wehrenberg, Dave Barrist, J. B. Fishman, Ed Levy, Earle Van Hyning, Jack Miller, Fred Meyer.

Abram Myers stated Allied position's at the opening session when he said, in part:

"If nothing else comes out of this meeting, there ought at least to be an agreement that neither organization will interfere with or hamper the other in the pursuit of any course or measure in the interest of the theatre owners.

"1. These abuses, it seems to me, should be considered in chronological order, rather than to attempt to assign to them an order of importance. This would bring us at once to a consideration of the practice of block booking. Allied has stood for the abolition of the practice. M. P. T. O. A., as I understand it, has argued merely for an increased right of selection, or, more accurately speaking, rejection. There is also a difference as to method. Allied, seeking no hope of gaining any voluntary concession from the distributors, has declared in favor of legislation as a remedy. M. P. T. O. A. has contented itself with representations to and conferences with the distributors.

"2. The problem of getting a uniform exhibition contract that is fair to the exhibitors appears well-nigh hopeless. The failure of the distributors to put into effect the 5-5-5 Contract was an act of bad faith almost without rival in business annals. The reason assigned for not putting it into effect was laughable.

"3. It is my personal view—which I have not discussed with my associates—that the exhibitors should declare for and seek something more enduring than another 5-5-5 conference.

"4. The subject of unreasonable protection is one that demands prompt solution in the interest of everyone connected with the motion picture business. So far as the independent exhibitors are concerned, it is vital. The ravages of the depression have caused the circuit operators to seek to recoup by demanding protection that spells the complete elimination of the independents. As in the case of block booking, Allied has been forced to the conclusion that relief can only be gained, at this stage, by legislation and litigation.

"5. Closely akin to the subject of protection, but constituting an even greater menace, is the recently adopted practice of selling exclusive runs on certain of the better pictures. This practice, born of the existing emergency, not only is of doubtful legality, but is unsound economically. Its direct tendency is to transform motion pictures from low price entertainment for the many into high cost entertainment for the few. It would be unthinkable if the business were governed by industrial planning instead of selfish opportunism. The problem of the exhibitors is to strike at the practice with every weapon at their command, including publicity, comforted by the knowledge that they are right and that they are acting in the best interest of all concerned, whether some of those affected realize it or not."

Heard In

**HUDSON COUNTY**  
Family Nights and Cross  
Buys

By Ike

LARRY CONLEY attended a meeting of the Warner managers at the Newark home office. . . . Jack Keale is running a series of family nights at the Fulton. . . . Skouras theatres cameraman went on the Hudson County Biz and Prof. Men's Play Day, getting shots for the theatres. . . . John Maloney is the daddy of an eight-pound girl. . . . Josie Monte Carlo on the sick list. . . . Hilda Couch obtained a nice interview with Buddy Rogers. . . . Mrs. Brown has some interesting shots of Washington. . . . Ethel Oxley hopes the Warner New Jersey Club will hold a fancy dress ball. . . . Received a card from Cress Smith, former Stanley treasurer, now managing a Warner house in Pittsburgh. . . . George Freeman is getting to be quite a radio announcer. . . . Loew's celebrated their third anniversary, with George Dumond in charge of the arrangements. . . . Charlie Herbst commutes from Atlantic Highlands. . . . Jack Fallon spent his vacation at Atlantic City. . . . Bob Cross has bought a home in Sunshine City. . . . Jimmy Cambridge may have an important announcement to make soon.

**AL DeTITTA AND BILL COLGAN** are back from vacation. . . . Ted Meyn has returned to Kansas City after visiting friends here. . . . Mal Burke back from vacation. . . . Mickey Kippel back from a Bermuda trip. . . . Arnold Eisen, of the home office, a recent Stanley visitor.

Heard In

**PATERSON**  
Everybody Happy and Hel-  
wig, Too

By Jim

A MOVING PICTURE OPERATOR'S LICENSE has been granted John McNally upon receipt of a favorable report from the board of inspectors. . . . Colonial Theatre, Pompton Lakes, is staging amateur nights every Monday. . . . Regent has reopened and Joe Lefkowitz's smiling face is once more very much to the fore. . . . The scale of prices is slightly lower than before.

**MANAGER J. EDWARD HELWIG,** Rivoli, is very much gratified at the interest and attendance at the wedding staged on the stage of the aforesaid theatre. . . . Samuel Greenspan, Plaza, has been suffering from a cold. . . . Meyer Phillips declares he lost weight while loafing during the period the Regent was closed.

**JAMES MALONE** insists that all the time he was away on his vacation he was longing to be back making the Garden a good place to drop in. . . . Charles Michelson, manager, Colonial, Pompton Lakes, and the Butler, Butler, took an active part in boosting the patriotic pageant held in Pompton Constitution Day, September 17. . . . Frank Plowman, Fabian, sprained his foot recently. . . . Peter Adams, United States Theatre, has been vacationing in Atlantic City. . . . Jack Guinzberg, Majestic, has opened up a grind theatre, the Strand.

## Publix Threatens to Quit Unless Cuts Come

**Landlords Hear Leases May Be  
Cancelled**

Reports from territories in Eastern New York, where Publix entered on a policy of expansion a few years ago which reached proportions that alarmed independents and led to forecasts of eventual probable dominance of the field by chain interests, indicate a reversal of policy with a determination to effect retrenchment, at almost any cost.

Requests have gone out to owners of houses which Publix leased in flourishing times and which are now either operating at a loss or are closed for a material reduction in rentals.

It is stated more or less clearly that unless reductions in rentals under the leases are acceded, Publix will have no alternative except to withdraw and cancel the leases.

Cancellation would mean in some instances penalties running into thousands of dollars. It is contended, however, by persons connected with Publix that it might better pay the penalties than to continue to bear the losses which have kept piling up the past two years.

Where Publix has leases on two or more houses in a city, one or two houses have been closed, with the expectation the attendance would be diverted to its operating houses, but it is said this has been true only to a limited degree. It is admitted that "second run" houses have been a big factor in the situation. In some cases it is said that first run in Publix houses serves largely to advertise productions for presentation in second-run theatres, which, with their lower prices, get the crowds.

## Daylight Saving Fight Now Scheduled in Utica

**November Sees Decision on  
Advanced Hour**

A proposition to change the length of daylight time in Utica will be decided by voters of Utica, according to action taken by the Common Council.

Two propositions will be voted upon in November. They are:

1. Shall the city of Utica have daylight saving time beginning the Sunday prior to Decoration Day and ending the Sunday prior to Labor Day?

2. Shall the city of Utica retain the present five months' daylight saving period?

A battle royal is under way, with service clubs, women's organizations and others in favor of the present schedule. It is understood the theatres are back of the movement for the shorter period.



# THE SHORT SUBJECT

Through every change in this business the short subject has come through more entertaining, more varied, always a more and more important part of any program. Independents and chains alike well know the value of the intelligently balanced program. Proper use of good short subjects has saved many a program, has built up many a clientele.

1932-33 offers a variety of short fare that may well be called the most promising in the industry's history. For the showman who makes a business of program balancing, the coming season will deliver an assortment that has never been equalled, that certainly should set a new standard in entertainment.



# A NEW SHORTS ERA IS PROMISED

## WARNERS

By MAJOR ALBERT WARNER

During the past year Vitaphone shorts have come in for fulsome praise from exhibitors who played them because of the high quality, the big names, the great variety and the splendid entertainment contained in our product.

The fact that Vitaphone sales during the 1931-32 season surpassed that of previous years, proves that what we had promised the exhibitors, we delivered.

This year we are promising an even greater line-up of short subjects—entertainment and production values second to none in the field. In selecting the 133 one and two reelers that will comprise our program for 1932-33 we have been guided by the reactions of exhibitors, audiences and the large number of Warner theatre managers.

The tremendous popularity of our "Broadway Brevities" series of two-reel musical revues and our "Melody Masters" series of band shorts during the past season, has led us to increase the "Broadway Brevities" from 13 to 26 and the band shorts from 7 to 13 for the current season. For the same reason, we increased our "Big V" comedies from 12 to 16.

During the recent Warner National Exhibit, exhibitors enjoyed the opportunity of seeing several of the most outstanding short subjects ever produced. These were the two-reel Technicolor musical revues which we are offering exhibitors this year as part of the "Broadway Brevities" series. These Technicolor shorts were produced in Hollywood at the Warner studio with feature care and feature players under the personal supervision of Sam Sax, in charge of Vitaphone production. There are six of them, all completed and ready for delivery. Each has a different outdoor setting. "C'est Paree" is laid in Paris; "Tee for Two" at a country club; "Northern Exposure" at the North Pole; "Pleasure Island" in the South Sea Isles; "Pickin' a Winner" at a small-town racetrack, and "Hey, Hey, Westerner!" has a western locale.

Another unusual feature of Vitaphone's current program are the condensed versions of famous operettas and musical comedy hits, which we are also releasing as part of the "Broadway Brevities" series. The same elaborate treatment seen in all Vitaphone shorts will be given to this series. The first, adapted from "The Desert Song," and called by Vitaphone "The Red Shadow," has been completed with Alexander Gray and Bernice Claire, two of the original stage company of "The Desert Song," playing and singing the principal roles.

Other two reelers in the "Broadway Brevities" series that have been completed are "Passing the Buck," starring Alexander Gray, Dorothy Dell, Ziegfeld star, and Nina Mae McKinney, popular colored blues singer; "Tip Tap Toe," co-starring Hal (The High School Hooper) LeRoy and

## News Year

Once again the five veteran newsreels, Pathe, Fox, Metrotone and Paramount, Universal—have eclipsed themselves in their coverage of the important news events of the year.

While there is still a tendency to include too much cavalry riding, too many bathing beauty contests, too many style shows, and too many military and air scenes, the newsreels are contributing a better show than they did a year or so ago.

Gradually, they are working back to the shape they were in the good old silent days—when action in a news, and no talk, was demanded by audiences and given.

Mitzi Mayfair, both the dancing sensations of stage and screen who proved the hit of the last Ziegfeld "Follies"; Ruth Etting in "A Modern Cinderella," one of the best shorts this popular radio stage and screen personality has ever made.

Every short in Vitaphone's current program contains a big name—a star whose name means something to the box office. The "Big V" comedies will present such box-office attractions as Roscoe (Fatty) Arbuckle, whose return to the screen after a lapse of almost 12 years, was hailed far and wide by the nation's press.

Jack Haley, who wowed him in "Success," will be starred in several two-reel "Big V" comedies, the first of which is entitled "Sherlock's Home," and which is being released this month. Joe Penner, the popular stuttering comedian, a great favorite with both the fans and exhibitors alike, will again be starred in "Here Prince," a "Big V" comedy. So will Richey ("Maybe I'm Wrong") Craig, Jr. His first this year, entitled "You Call It Madness." Another "big timer" who will be starred in a "Big V" comedy is Phil Baker.

Another series that has been received with enthusiasm by all is that entitled "Rambling Round Radio Row with Jerry Wald." There will be four of these one reelers, each featuring several of Radio's most popular stars. No. 1 contains The Boswell Sisters, Kate Smith, Col. Stoopnagel & Budd, Abe Lyman and Nat Brusiloff. No. 2 features Lowell Thomas, Art Karrey, Joyce Whiteman, Harry Barris, Rudy Wiedoeft, Sylvia Froos, Benny Kreuger and Syd Gary. No. 3 features Howard Lanin and orchestra, Harriet Lee, Baby Rose Marie, Brad Brown and Al Lewellya (The Nitwits). No. 4 features Aunt Jemima, Harriet Hilliard, Ozzie Nelson, the Four Lombardos and Von Zell.

The entire series will be released as part of the 26 Pepper Pot Novelties Vitaphone will release this year. Other novelties and comedies in the "Pepper Pot"

## 80 per Cent Good

Eighty per cent of the shorts being produced today are suitable for family groups, it is estimated. Previewing groups usually give family okay to four-fifths of the films, it is said.

## COLUMBIA

By CHARLES ROSENZWEIG

Columbia is making every endeavor to treat the two-reel featurettes with the same importance and effort that we put into the building of any other subject sold for entertainment value.

It is not our desire to eulogize our SHORTS, but I am tempted to say that if you will go over the list of what Columbia has had to offer, you will find that our one-reel subjects have given them an outstanding average.

We are now entering into the making of two-reel featurettes for the season of 1932-33, in addition to our single reels, and we particularly want to stress "LAMBS' GAMBOLS," which will feature the most outstanding stars. My object in calling this to your attention is so that you may see the importance we are placing on the so-called "short" material.

We know of nothing more important than the rounding out of a program for a theatre with short material. If just program fillers are made by us, or any other company, it would certainly be detrimental to the completion of what a good show should be. In our opinion, it is equally important that the short material be of the proper kind of entertainment quality, in keeping with the feature—thereby rounding out a complete, good show. Our company, in recognizing this importance, is expending every effort towards this end.

series include "Contact," featuring Captain Frank M. Hawks, internationally famous aviator; 2 smash novelty animals reels released under the general title of "Finley's Alaskan Adventures," with Lowell Thomas doing the off screen dialogue; 6 of the very popular reels made up from clips taken from silent thrillers of long ago, such as the "Nickelette," which features Rudolph Valentino, Eugene O'Brien and Elaine Hammerstein. Other novelties such as "Babe O' Mine" hurlesque travelogues, and fast moving comedies will make up the balance of the 26 "Pepper Pot" novelties. Variety throughout, with sufficient diversion to enable an exhibitor to spot at least one "Pepper Pot" novelty with every show.

Care is being taken to make every "Melody Master" come up to the fine standard set by this series last year. To date five of the 13 "Melody Masters" have been completed—each with a noted orchestra leader and his band, singers and specialty performers. Those completed are "Music to My Ears," featuring Jack Denny and his band; "The Municipal Band Wagon," featuring Jimmy Caruso and his Cafe de Paris-London band with Bernice Claire; "Smash Your Baggage," with Small's Paradise Band; "The Yacht Party," with Roger Wolfe Kahn and orchestra and "The Lease Breakers," with Aunt Jemima and Willie Creager and Band.

Vitaphone is again enabling exhibitors to cash in on the tremendous popularity E. M. Newman enjoys with audiences, with a series of 13 one reelers released under the general title of "World Adventures." Each is based upon a single idea with an international scope. Eight of these have been completed. They are called "Dancing Around the World," "An Oriental Cocktail," "Main Streets of the World," "Beauty Spots of the World," "Transportations of the World," "Curious Customs of the World," "Wonders of the World," and "High Spots of the Far East." There will be two series of comedy cartoons of 13 each—"Looney Tunes" and "Merrie Melodies," which last year proved to be the most popular short subjects produced. And there will also be a series of 13 one reel "Vitaphone Sport Thrills" in which Ted Husing, famous sports announcer for the Columbia Broadcasting System, will again describe the action shown on the screen.

In addition to the foregoing shorts, with which an exhibitor will be able to fulfill his every need and make his every feature better, Vitaphone is also re-issuing the Rinley "Believe It Or Nots," the "S. S. Van Dines," "The Adventures in Africa," and the great Bobby Jones series, "How I Play Golf."



A new comedy high is being set  
by Warren Doane in his

(2-reel)

# UNIVERSAL COMEDIES!

Warren Doane, formerly a Hal Roach producer, is setting a new pace  
in short comedies. Breaking away from all the old stuff, he has found a  
way to make the jaded movie fans laugh from the belly up!

SEE

**SLIM SUMMERVILLE**



SEE

**LOUISE FAZENDA**



SEE

**JAMES GLEASON**



SEE

**SKEETS GALLAGHER**



SEE

**SIDNEY TOLER**



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**SEE THEM WITH AN AUDIENCE AND  
DIE LAUGHING AT THE ONLY NEW IDEAS  
SCREEN COMEDIES HAVE HAD IN YEARS!**





## UNIVERSAL

Without minimizing in the slightest degree the importance of any type of short product, L. J. Schlaifer, general sales manager of Universal, expresses the opinion that the greatest business-builders any exhibitor can have, in addition to his feature, are a real box-office serial and a real, honest-to-God newsreel.

Both the serial and the newsreel have points in common that reach above and beyond the one-time draw that can be expected of even the best short subject. They have that all-important "Bring-'em-back-again" element that is so important to theatres—especially to those whose success depends upon building a steady week-in and week-out patronage.

"A real box-office serial is the best bet that any exhibitor can have," says Schlaifer. "Box-office history in both big and small theatres everywhere has proved this to be a fact.

"Scores, yes, hundreds, of exhibitors have told me, particularly during this current season, that their serials have proved a life-saver for them. They have said that one of the biggest things the right serial does is to bring patrons back that otherwise might not have come to the theatre at all.

"I know of any number of cases where exhibitors have outpulled double-feature competition by booking the right serial and getting it off to a proper start. A serial thus started means 12 weeks of certain business—business that follows an almost predetermined level—and solves many of the exhibitor's booking problems. The double-feature man has a constant worry trying to balance his program—trying to book a strong and a 'sluff' feature together on the same bill to average his overhead.

"But experience has shown the futility of trying to get any evenness of quality or price into double-feature bills. The double-feature man has either two good features together or two weak sisters together most of the time.

"And his weak-sister program kills off more prospective patronage for his two good-feature days than he realizes!

"On the other hand, the man who has booked the proper serial is sitting pretty—even as regards much of his feature booking. He knows that with a strong feature he'll have wonderful business, while with even a very weak feature he'll have good business because of the serial.

"Universal serials now available include the strongest chapter plays Universal ever made—any every reader knows Universal's reputation. For instance, 'The Airmail Mystery.' A type of story that never has failed to click, whether it was in feature form, comedy, or any other form. 'Airmail Mystery' has proved itself at the box office.

"Then there is 'Heroes of the West,' the first of Universal's 'big author' serials. This is from a story by Peter B. Kyne, and it features such players as Noah Beery, Jr., Onslow Stevens, William Desmond, etc. Soon to be released is 'The Jungle

### In Star Series



Harry Richman

Is featured in "I Love a Parade," one of a series of shorts now being distributed which will use radio and stage stars as headliners.

Mystery,' made from the famous story, 'The Ivory Trail,' by Talbot Mundy, its cast headed by the feature star, Tom Tyler. This will be followed by 'The Lost Special,' by Arthur Conan Doyle; 'Clancy of the Mounted,' from a story by Robert W. Service, and 'Phantom of the Air,' by Ella O'Neill, author of 'Airmail.'

"The Universal Newspaper Newsreel,' with Graham McNamee as the Talking Reporter, is conceded by the industry to be a real patron-puller for any theatre.

"'Strange As It Seems' is known throughout the country as the best reel of its kind on the market. Showing the world's oddities in full color, it has earned a box-office reputation for the series that stands unchallenged.

"In the line of cartoons Universal believes in quality first. Universal now releases 'Oswald, the Lucky Rabbit,' a nation-wide favorite, and 'Pooch, the Pup,' a newcomer, whose antics are destined to set a new mark in cartoon-music-comedy.

"Universal's two-reel comedies for the coming season are, in quality, a reflection of Universal features. We are releasing 26, and to give some idea of the quality basis on which they are being produced, I will merely mention the most important players in the first few releases. In 'Union Wages,' Louise Fazenda and Sally Blane; in 'Who, Me?' Frank Albertson and Sidney Toler; in 'Kid Glove Kisses,' Slim Summerville; in 'Yoo Hoo,' James Gleason; in 'The Finishing Touch,' Skeets Gallagher and June Clyde.

## PARAMOUNT

By GEORGE SCHAEFER  
General Sales Manager

Good balance in the exhibitor's program is as essential to a healthy box office as a well-balanced meal is to a healthy stomach.

Realizing that short subjects with box office name will give exhibitors the proper balance to their programs without resorting to the double feature policy, Paramount is offering, this season, a strong line-up of short features. They have been made at great cost, have been carefully directed and planned with regard to story value, name value and timeliness. An alert exhibitor will find that he can build a better, more entertaining program for his customers with one good feature and a diversity of well-chosen shorts rather than a mediocre second feature.

There is such a variety of shorts—music, comedy, scenic, sports, bathing beauties, Hollywood Happenings, and last but not least, news, that a short subject can be found to complement or harmonize with every type of feature—drama, mystery, comedy, adventure. For instance, if the main picture is a heavy drama, relief can be found in a short subject that is light and gay. If the big feature is a mystery, the audience will appreciate refreshing relaxation in a bathing beauty short, Hollywood Happenings, or perhaps a travesty on some comedy-mystery that is full of fun.

The negative investment in this season's shorts spells big money on account of the big names we have used, and which, in themselves, are a draw at the box office. A Mack Sennett two-reeler is still the screen's backbone of comedy. These funny situations, beautiful girls and outstanding personalities, such as Andy Clyde, Bing Crosby (who is a "natural" in comedies), Donald Novis (the radio singer who is making such a hit over the radio) are sure-fire hits and act as a bracer when the picture preceding it is a heavy drama. The popularity of Betty Boop is so great, a burst of applause usually greets her appearance on the screen.

For those who clamor for more pictorials and good music, we have provided a series of fine shorts. The enthusiasm of the entire country has been more than ever before, aroused by the Olympic contests held in the United States this year, and the Grantland Rice series of Sports-Eye-Views will give the exhibitors a long list of box office personalities to exploit.

Screen Souvenirs—the old-time pictures of 25 years ago are well-worth advertising. There are still many other types of shorts, too numerous for this little space, which, if carefully booked, will bring satisfied customers back to the theatre and that means dollars at the box office.

Perhaps I should have mentioned the Paramount News first and foremost. No exhibitor needs to be "sold" on the importance of the news reel in his theatre. A customer will never leave the theatre before he has seen the news. World events, some less than 24-hours old, in thrilling pictures taken by expert cameramen who often risk their lives for a good picture.





# WHO Has To Be SATISFIED?

**M**ILLIONS spent for picture production! Millions for distribution! Millions for theatre operation! And the theatre patron finally foots all the bills—for one reason only—to be entertained.

**EDUCATIONAL builds its product for theatre patrons. They are the ones to be satisfied. Not the producer. Not the sales force. Not even the theatre manager. These pictures are made to entertain the patrons. And they have been entertaining them successfully for years in all parts of the world, reflecting their public popularity through the box-offices of leading theatres everywhere.**

But never before has EDUCATIONAL offered a program so rich in diversified entertainment material, so sure of public acclaim, as its new line of short subjects, ranging all the way from tabloid grand opera to slapstick comedy.

**For the theatre that makes satisfaction of its patrons its controlling principle, there is box-office satisfaction aplenty in this line of short features.**

*E. W. Hammond*

President



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*Names that spell  
Entertainment  
to Your Patrons*

**ANDY CLYDE**

**MORAN & MACK**

**HARRY LANGDON**

**"TORCHY"**

**BABY STARS**

**TOM HOWARD**

**REINALD WERRENRATH**

**EDUCATIONAL FILM EXCHANGES, Inc.**



Our  
**SHORTS**  
are wearing  
**OVERALLS**  
this season!



Sep25'32 pg. 14

Short Subjects have got to get down to **WORK!**

You need business too badly to put up with **PROGRAM PARASITES.**

You can't afford the luxury of Shorts that merely satisfy your **AUDIENCE.** Today you need shorts that satisfy your **BOX-OFFICE.**

That's why Vitaphone's 1932-'33 Short Subjects have a new Object—to **DRAW** them first and **PLEASE** them afterwards.

That means Names — *Names* — and more **NAMES...** And only Vita-

phone has them—names of **STAGE STARS**—names of **SCREEN STARS** — names of **FAMOUS MUSICAL HITS** in tabloid form and **TECHNICOLOR!**

Before you buy any Short product, ask yourself whether it will look good **ON YOUR MARQUEE** as well as on your screen...

Make sure it will carry its share of the **TICKET-SELLING** load...

Match it **NAME** for **NAME** with Vitaphone...

You'll buy **VITAPHONE!**



Ozzie Nelso

**WARNER  
BROS.**

**VITAPHONE S**

Technicolor Specials • Broadway Brevities • Condensed Musical Hits • Big V Comedies •





Sep 25 '32 pg. 15

VITAPHONE SHORTS GIVE YOU MORE TICKET-SELLING

# NAMES

THAN THE FEATURE PRODUCT OF ANY OTHER COMPANY!



Kate Smith



Rudy Vallee



Paul Whiteman



"Fatty" Arbuckle



Boswell Sisters



Col. Stoopnagle & Budd



Phil Baker



Ruth Etting



Ben Bernie



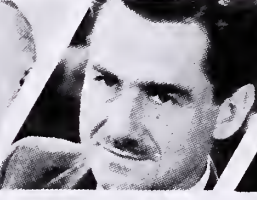
Roger Wolfe Kahn



Little Jack Little



Jones & Hare



Lowell Thomas



Capt. Frank M. Hawks



Abe Lyman



Bernice Claire



Jack Denny



Fred Waring



John S. Young



E. M. Newman



Nat Brusiloff



Jack Haley



Craig, Jr.



Joe Penner



Alexander Gray



Hal LeRoy



Mitzi Mayfair



Baby Rose Marie



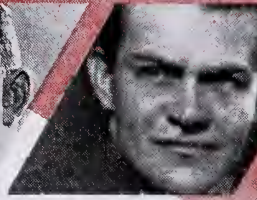
Margaret Livingston



William Demarest



"Uncle Don"



Jay C. Flippen



Aunt Jemima



"The Desert Song"



"M'lle. Modiste"

# SHORTS for 1932-'33

Super Pot Novelties • Sport Thrills • Newman's World Adventures • Looney Tunes • Merrie Melodies • Melody Master



## Sell Shorts

All Stanley-Warner houses in the Philadelphia territory have been ordered by General Manager William P. Goldman to sell newsreels and shorts in the lobby and program displays.

Every part of the program must be given special attention, he has decreed. Goldman is a believer in a balanced program and good shorts.

## STANLEY

One of the most distinctive and unusual series of short subjects this year is being distributed by Stanley Distributing Corporation.

Ira H. Simmons, president, has spared no effort in his endeavor to secure only the most exceptional and outstanding reels for distribution.

The Radio series, 13 one-reel subjects featuring renowned radio artists, has Harry Richman starring in its first release, "I Love a Parade." This picture, as well as the second of the series, The Jesters, "Pep, Vim and Vigor," have been playing every important circuit in the east.

Harry Richman has become known to a vast audience through his weekly broadcasts on the Chase & Sanborn hour, and his prolonged personal appearance engagement at the Paramount Theatre, New York, was irrevocable proof of his right to the title "King of Radio." Each radio short features a well-known announcer, and Norman Brokenshire, who was recently conceded to be the peer of all announcers, acts as master of ceremonies in the Richman picture. Lew White, the noted organist, completes the stellar line-up.

## Featurettes

Featurettes have really come into being, what with Principal announcing 20 three reelers devoted to various activities.

United Artists, too, does not like the idea of its Mickey Mouse and Silly Symphonies being called "shorts."

"Pep, Vim and Vigor" features one of the most noted trios of the ether waves, The Jesters. Another noted announcer, Ford Bond, assists them and Lew White appears in this reel also.

These pictures have been made with Western Electric wide-range portable equipment and will mark a new and advanced phase in travel reels. The photography in these Cinelog pictures is amazingly fine, with many scenes of breath-taking beauty.

Radio series are being distributed by Stanley Distributing Corporation by the Capital Film Exchange, New York City, and Gold Medal Film Company in Philadelphia and Washington.

## EDUCATIONAL

By JACK H. SKIRBALL

Despite the changing conditions of the time, despite all modern inventions that have affected the theatre, the ultimate aim of every motion picture theatre remains the same today as it has been since its inception, namely, to provide entertainment for its patrons.

When a theatre loses sight of this basic fact and becomes anything else but a house of entertainment, it is inevitably destined for failure.

The proper consideration of the entertainment value of short subjects, both by the distributor and by the exhibitor is necessary if the people who attend the motion picture theatre are to be thoroughly entertained. The producer who makes his short subjects only as an incident to be used just as fillers is destined to failure, just as the exhibitor who buys these subjects is destined to failure, for in the last analysis it is the patron who supplies the profit to the producers, and that patron will buy his admission ticket only at the theatre that provides him with the entertainment he desires.

For this reason it is essential that there be specialists in the field of short subjects, even as there are specialists in the field of features. The whole psychology of humor is a tremendously important one, and the same formula that applies to the making of a 6-reel feature cannot possibly be used in the making of a 2-reel comedy. A special technique based solely on the knowledge of the fact of what makes people laugh has to be developed. The modern features in my humble opinion carry too great a proportion of dialogue, and the comedy must necessarily then be built as an antidote for this over-abundance of speech. Our studios have been definitely instructed that no comedy that is turned out shall contain over 30 per cent dialogue. It has also been found that as a means of attracting the public to the theatre, the name of a popular star is tremendously beneficial. Unfortunately, there have been very few two-reel comedy stars developed.

The acquiring and the developing of star value in comedies has been one of the chief concerns of Earl W. Hammons, the founder and president of Educational Pictures, Inc. No man in the entire distribution field of motion pictures has devoted his energies to the production of short subjects as has he. Firm in the conviction that it is the short reel that gives to any program its character, variety, and color, he has pioneered in the search for new formulae.

And while it is the two-reel and single-reel comedy that gives amusement, there are many other values to be obtained from the single reel product. These single reels may take us on long voyages to unknown parts of the world, to sail in strange harbors, and see strange people. They take us to realms that we have seen in our imaginations. They show us the battle for life among insects taken through a microscopic camera, interesting and instructive. They bring to us the music of the great operas. They bring us the joys of babyhood, the baby star of today, and the adult star of tomorrow in rollicking fun. They show us what goes on behind the closed doors of Broadway's great and near great. They cause us to travel back to the road of yesterday, to see the movies of the gay nineties. They show us the wild animal and bird life in their native haunts. They combine all three of the great arts, the trained voice, music and drawing in a single reel, the cartoon. They give to every pro-

gram the thing it needs most—balance, always a necessity.

When the exhibitors of this country will realize that the wisdom required in the selection of short subjects is equally as great as the wisdom required in the selection of features, then and only then will real entertainment be provided for the public. There are two-reel comedies made that cost five thousand dollars and there are those made that cost fifty thousand dollars. In the film business, like in every other business, what we buy cheaply is usually worth what we pay for it.

Educational has never built cheap pictures. It does not know how to cheat in the making of its product. Firm in the conviction that the wise exhibitor will always see the value in a good subject, it has gone forward year by year with the idea that being the only specialist in the distribution of short product, it should produce outstanding product in its particular sphere.

## Universal's "Lifetime" Is Clicking



Witness a scene from "Once in a Lifetime," with Aline MacMahon and Onslow Stevens; Gloria Stuart, a find, and Sidney Fox.



# SHORTS OF ALL SORTS!

A COMPILATION OF WHAT THE SEASON HOLDS IN STORE  
IN THESE DEPARTMENTS

## EDUCATIONAL

### Single Reels

- 26 Terry Toons
- 6 Baby Burlesks
- 13 Battles for Lives
- 6 Camera Adventures
- 6 Do You Remember
- 6 Spirit of the Campus
- 13 Bray's Naturgraphs
- 14 Hodge Podge
- 6 Tom Howards
- 6 Broadway Gossip

### Two Reels

- 9 Andy Clydes
- 6 Moran and Macks
- 9 Harry Langdons
- 8 Torchys
- 8 Vanitys
- 6 Gleason Sports Featurettes
- 6 Ideals Comedies
- 6 Operalogues
- 6 Great Hokum Mysteries

## RADIO

### Single Reels

- 26 Aesops Fables
- 13 Tom and Jerrys
- 6 Vagabonds
- 7 Reviews

### Two Reels

- 6 Masquers
- 6 Clark and McCulloughs
- 6 Edgar Kennedy
- 6 Harry Sweet
- 6 Mickey McGuire
- 6 Headliners
- 6 Chaplins

### Serials—12 two-reel episodes each

- Lost in the Malayan Jungles
- The Last Frontier
- Airplane Express

### News

104 Issues

## PARAMOUNT

### Single Reels

- 18 Screen Songs
- 18 Betty Boops
- 13 Screen Souvenirs
- 13 Paramount Novelties
- 13 Paramount Pictorials
- 13 Paramount Headliners
- 13 Sports Views
- 13 Hollywood Parade

## Two Reels

- 12 Sennett Star
- 18 Sennett Comedies

### News

104 Issues

## WARNERS

### Single Reels

- 13 Sport Thrills
- 13 World Adventures
- 13 Looney Tunes
- 13 Merry Melodies
- 26 Pepper Pots
- 13 Melody Master Band shorts

### Two Reels

- 26 Broadway Brevities
- 16 Big "V" Comedies

## COLUMBIA

### Single Reels

- 13 Krazy Kats
- 13 Scrappys
- 13 Travellaughs
- 13 Curiosities
- 13 Screen Snapshots
- 6 Sport Thrills

### Two Reels

- 12 Lambs Gambols Comedies
- 12 Sunrise Comedies

## UNIVERSAL

### Single Reels

- 13 Strange As It Seems
- 13 Oswald Lucky Rabbit
- 13 Pooch the Pup
- 7 Brevities

### Two Reels

26 Universal Comedies

### Serials—12 two-reel episodes each

- Heroes of the West
- Lost Special
- Jungle Madness
- Clancy of the Mounted
- Phantom of the Air

### News

104 Issues

## METRO-GOLDWYN-MAYER

### Single Reels

- 12 Sport Champions
- 12 Fitzpatrick Talks
- 6 MGM Oddities
- 12 Flip the Frogs

### Two Reels

- 6 MGM Musical Revues
- 6 Laurel and Hardy
- 8 Charley Chase
- 8 Our Gang
- 8 Pitts-Todd
- 10 Taxi Boys

### News

104 Hearst Metrotone

## FOX

### Single Reels

52 Magic Carpets

### News

104 Issues

## UNITED ARTISTS

### Single Reels

- 18 Mickey Mouse
- 13 Silly Symphonies

## CAPITAL

### Single Reels

26 Port O' Calls

### Serials—12 two-reel episodes each

- Last of Mohicans
- Hurricane Express
- Devil House
- Whispering Shadow

### One 3-reel Travel

## PRINCIPAL

### Single Reels

- 6 Two groups of each
- 4 Zane Grey Scrapbook
- 2 Indian Subjects in Color
- 13 Seeing Is Believing

### Two Reels

6 Novelties







# WHOLE SHOW WAS SWELL!

You can't cheat on shorts without short changing yourself! You can't alibi half your program . . . the cash customers want entertainment!

These RKO-RADIO electric light names mean solid entertainment and that means steady **MONEY!**

Sep25'32 pg. 19



26 AESOP'S FABLES

★

13 TOM and JERRY  
(Animated Cartoons)

★

6 VAGABOND  
ADVENTURES  
(VAN BEUREN PRODUCTIONS)

7 PATHE  
REVIEW

★

104 PATHE  
NEWS

★

12 EPISODES  
(TWO REELS EACH)

"THE LAST  
FRONTIER"

Courtney Ryley Cooper's Red Blooded  
Drama of Fighting Men and Fighting Days  
VAN BEUREN PRODUCTION



## Serial Vogue

At least 12 serials will be scheduled for the new season. This indicated how the backbone of many a neighborhood house's program in the old days is coming back into prominence.

## RADIO

By JULES LEVY

The motion picture theatre has undertaken so many changes of policy in recent years, that uncertainty hovers over many exhibitors as to whether or not to continue in business.

The theatre recently passed through an era of giving away merchandise, such as silverware, furniture, food stuffs, etc., and while business flourished for a short period, it soon fell off to a lesser degree than when give-away night was first started.

In a mad scramble for something different, the double-feature policy invaded the industry. This had a tendency to stimulate business for a short time, but like the first scheme, the public soon tired.

The question is: What does the public want?

I believe the answer is to give them the old-time movie show—the kind that has been patronized for the past 20 years by the great masses of the motion picture going public. There is a larger demand today for a well-balanced program than ever before in the history of this business. Stage shows are being discontinued, and exhibitors are booking a balanced show consisting of a feature and good shorts.

RKO Radio's contribution to meet this demand is evidenced by their courage and leadership, and by giving the theatre, stage and screen personalities never matched in this business. The six Masquers Comedies have made an enviable reputation. The Masquers Club of Hollywood boasts the largest membership in the motion picture colony. As many as 40 well-known stars have appeared in one release. This series is distinctly different.

Clark & McCullough are without question the screen's most amusing comedians. They have the knack of getting the most out of a comedy situation because they are naturally funny. The Headliners series, consisting of six diversified comedies, will contain screen names of stars who have proved by their expert handling of comedy roles in the past their right to appear in the box-office tonic comedies we have under consideration. The child of today is the adult of tomorrow. Therefore, we must preserve the kiddie patronage and give them something of unusual range to please. We take pride in giving the children the Mickey McGuires. These comedies are for children and adults alike.

Harry Sweet is from the old school of comics. He appeared in comedies in the heyday of Chaplin and Lloyd, and through the years of changing conditions, Harry Sweet survived. There will be six comedies in this series. Charlie Chaplin is still Comedy King. We took six of his greatest two-reel comedies, which will be given to

## UNITED ARTISTS

By AL LICHTMAN

Certainly, exhibitors everywhere will agree that a more equitable balance in their programs will make for infinitely greater entertainment and, at the same time, will result in greater financial return to them.

And there isn't a question in my mind that their audiences would welcome such balanced programs.

After all, motion picture audiences go to their theatres in search of entertainment, and if they can get that entertainment in a finely-balanced bill there isn't a doubt that they would find in it more enjoyment than would be the case were they to be assailed by a bill whose only claim was its surfeiting top-heaviness.

Surely, these same audiences would never dream of sitting down to a dinner made up

the theatres with sound and musical effects. Last, but not least, we contribute Edgar Kennedy in six amusing comedies. This popular comedian's name invariably goes into lights. In his last release, a first-run Broadway theatre advertised the subject by using four three-sheet stands.

We likewise contribute serials which, in the olden days, were as much in demand as a super production is today. For some unknown reason, the de luxe theatres thought the audiences became too sophisticated to view serials. Theatres became monuments. Sound pictures replaced the silent pictures. But human nature remained the same. The first of three serials is "The Last Frontier," featuring Creighton Chaney, son of the immortal Lon Chaney, in a Courtney Riley Cooper story. Surely this should be attractive to the masses. The author is a weekly contributor to America's leading magazines and the public who read his stories are picture fans as well, and will enjoy his works on the screen as well as his works in the magazines.

The one-reel releases, consisting of "Pathe News," "Fables," "Tom and Jerry," "Vagabonds" and "Reviews," present a variety of subjects that should give to this great industry the entertainment which is much needed today to keep out chaos.

## Some Total

It is estimated that there will be a total of 1,125 one reelers and two reelers produced during the coming season, according to announcement. Rough estimates indicate that almost 400 two reelers and approximately 750 one reelers will be delivered.

entirely of roast beef.

They would be sure to demand soup, or a salad, or a dessert, and they would also see to it that the main course was properly seasoned.

By the same reasoning, is it too much to suppose that these audiences would demand the same balance in theatre programs if they were permitted to choose their own bills?

The answer is, of course, obvious.

So obvious, in fact, that I fear some theatre managers have failed to capitalize upon the discrimination of their audiences.

Good short subjects are, in my opinion, as essential to a program as are feature pictures, and I say this with a full remembrance of the difficulty heretofore experienced by exhibitors in obtaining good short-reel films. But the short subject is coming into its own, as the improvement to be seen on all sides attests, and I look forward to the day when producers of short-reel films will fill as important a niche in the industry as do the makers of multiple-reel productions.

There is still some grinding out of short subjects without thought of their entertainment value—films designed only as fillers—but these are becoming increasingly fewer, and the time is not far distant when the supply of excellent short subjects will approximate the demand.

I may be pardoned, I hope, in pointing to the product of Walt and Roy Disney as an example of what is being done today in short features, for I deem it entirely irrelevant to the subject in hand that that product happens to be distributed by United Artists. For, surely, few will deny that the creators of Mickey Mouse and Silly Symphonies are doing a job which authentically classes them with the best producers in Hollywood. Moreover, few will deny that the Disney product from the beginning has been in the van of short-subject production.

## And Radio Keeps On Coming Along



Scenes from Radio's "Strange Justice" and "Thirteen Women" are shown here.



Heard In

**BUFFALO**Clap Hands—Here Comes  
Her Charley

By Mary Ann

GENERAL MEETING of M. P. T. O. was held September 19. . . . J. H. Michael presiding. . . . A committee was appointed to work on a plan of availability and protection between the independent theatre owners and affiliated theatres. . . . Committee consisted of S. Kozanowski, Rivoli Theatre; J. E. Carr, Great Lakes; L. Isenberg, New Ariel; E. Bettigole, Kenmore; B. Inderbitzen, Roxie; V. Lowmes, Victoria, and J. H. Michael, Regent. . . . This committee held its first meeting September 21. . . . Stanley Kozanowski, manager, Rivoli Theatre Buffalo, and Marie Alborg are very much "that way" about each other and will be center-aisling it early in October. . . . Jerry Spandow, Universal salesman, has blossomed forth in a brand-new car. . . . Universal screened two pictures at the Great Lakes. . . . These were midnight previews for film folk. . . . First Division screened "Goono-Goono" for Charlie Hayman, president, Lafayette, Buffalo, and we understand Hayman was very enthused about it. . . . Minna Gold, booker, tells us that "Goono-Goono" is booked into Elmira.

N. KAUFFMAN is now manager, Family and Lafayette Theatres, Batavia. . . . Palace Theatre, Rochester, formerly managed by H. Tishkoff, taken over by a local bank. . . . Charles Martina has taken over the Playhouse, Clyde, formerly operated by W. G. Croucher. . . . New Frontier Theatre, Buffalo, closed for remodeling. . . . Will open October 1, under the management of M. M. Konczakowski, Marlowe and Grand Theatres, Buffalo. . . . Community and Allan Theatres, Solvay, reopened on September 11. . . . Auditorium Theatre, Andover, closed. . . . Candor Theatre, Candor, will open within the next two weeks under Anthony Isabella. . . . Alcazar Theatre, Brocton, renamed Majestic. . . . Liberty Theatre, Buffalo, formerly operated by D. Kreiger, is now managed by Albert Francis. . . . Roxie Theatre, East Syracuse, formerly managed by Brown and Sardino, is now under the leadership of Joe Fitzer. . . . Empire Theatre, Rochester, is renamed Broad, with Nieman managing. . . . Bob Murphy has been appointed manager of Shea's Century. . . . He is succeeded at the Falls by Water Morris, who for many years managed the Happy Hour, Buffalo. . . . John E. Carr is now the managerial head of the Great Lakes. . . . Star Theatre, at Tonawanda, has

**Filmcraft Ready**

Filmcraft Exchanges, Inc., is the new distributing company which will handle Phil Goldstone's Majestic product consisting of 20 melodramatic specials and six outdoor dramas of the west featuring Jack Hoxie.

First release on this program will be "Hearts of Humanity," to be followed by "The Phantom Express." Then follows the destined sensation, "Crusade," a drama of the modern age of crusades.

Filmcraft will make its headquarters with Standard Film Exchanges at both Albany and Buffalo offices, the latter company doing the physical distribution.

An advertising campaign is now being outlined, representatives being appointed, and an unusually impressive year book is ready for mailing to exhibitors by Filmcraft from all their offices, Albany, Buffalo and Detroit.

gone modernistic. . . . Ted Rosen, manager, having recently installed a new marquee and lobby decorations.

DIXIE THEATRE, Rochester, is the latest acquisition by Schine. . . . Opened September 9, with Marcus A. Myers, manager, who formerly managed the Liberty Theatre, Rochester. . . . Sam Schafer, brother of Leon and Sol, popular Rochester exhibitors, is now managing the Liberty, Rochester. . . . Louie Schine was a Buffalo visitor this week. . . . M. E. Comerford was a Rochester visitor last week. . . . Charlie Hayman, president, Lafayette Theatre, Buffalo, after returning from a trip at Camp Ruffin in the Adirondacks, stopped at the Columbia exchange long enough to close a satisfactory deal.

NEW SERIES of radio programs has been started at the Buffalo every Tuesday night at 8.30 P. M., the entire Shea Symphony Orchestra, under the direction of Charles Manning, is putting on a half hour of superb orchestral music. . . . Bob Jackson is passing around the cigars in celebration of the arrival of an 8½-pound baby. . . . Bob is assistant house manager at Lafayette. . . . Winnie White, cashier, Lafayette Theatre, recently marched down the middle aisle with Tom Bischoff. . . . Fox Film Flickers journeyed to Point Chautauqua Saturday and lost a close game, 5 to 4, with the Point team. . . . Extensive alterations are now being made at the Fox Buffalo

Heard In

**44TH STREET**65 for Joel and Two for  
N. S. S.

JOE JOEL, First Division's impressario, will be 65 October 22. . . . Someone ought to throw him one of those dinners that were the rage not so many moons ago. . . . Thirty-three years in the business and still thinks prosperity is around the corner. . . . National Screen is now comfortably located all over the Film Centre Building. . . . On the 2nd and 14th. . . . With a sweet lay-out. . . . First Division has been ever so busy these days. . . . Al Glaubinger is a recent addition to the force. . . . George Brennan, the Orpheum Jersey City man, will celebrate a birthday soon.

HERMAN GLUCKMAN and his Capital gang finally had "Phantom Express" open at the Globe after one of the neatest radio tie-ups of the current season. . . . "Hearts of Humanity" is already playing around, and "Crusade" will be on its way soon. . . . Amusement Supply will soon be in its new building. . . . The second floor is for rent. . . . Prosperity must be around the corner.

ALL THREE PARAMOUNT exchanges are well up in the standings in the Herman Wobber drive. . . . Clayton Hendrickson leads the ad sales manager. . . . He's of the Jersey exchange, with C. Hendrickson not so far behind. . . . He's from New York. . . . Monopole Film Corporation has opened up in Film Centre Building.

exchange, installing new film vaults, electric elevator, improvements in the salesmen's offices, shipping room, etc. . . . While alterations are being completed, Fox will do their shipping from Hollywood exchange.

GENERAL BUSINESS CONDITIONS in the state of New York are apparently improving. . . . Louie Lazar, division manager for Warner Brothers' New York state division, states at least 30 per cent improvement was noticed in August over July. . . . Sid Samson, Fox, Buffalo manager, reports that "First Year," "Rebecca of Sunnybrook Farm" and "Congorilla" are receiving extensive playing time. . . . In a search for contracts for new season's product, Buffalo exchange managers are covering a wide territory. . . . Harry Seed, Warner manager, and Al Barnett, Universal manager, went down to New York recently, closing circuit theatres. . . . Sid Samson, Fox, and E. K. O'Shea, Metro, closed the Comerford circuit deal in Scranton, and quite a few deals are being negotiated by the branch managers in Ontario, Canada. . . . Lost and Found—A Mustache! Joe Weinstein, Publix booker, lost one and Herb Silverberg, Buffalo's filmdom legal light, found one. . . . Picture and biography of Max Levine, who joined First Division as salesman, will appear next issue.

**The Warner Jersey Division Is On the Job**

From the recent issues of the house organ of Harry Kalmine's Jersey Warner division, any theatreman could cull a lot of good, real stuff. Just as a hasty review, here's what some of the boys have been doing:

Bill Weiss' harum-scarum campaign on "White Zombie" at the Passaic Capitol; Branford Theatre Manager Murphy's advance word idea on "Blessed Event" in Newark; George Baehr's idea on "Million Dollar Legs"; Lou Brager's timely tips; Al Zimbalist's editorial judgment; Tony Williams' Bayonne contacts; Frank Costa's showmanship at the new Warner Ridgewood; Bob Paskow's beverage tie-up for the Regent, Newark; Charlie Bechtoldt's good deeds at the Irvington Sanford; Willie Osborne's outwitting the opposition at the Hackensack Eureka; Saul Ullman's nutsy staff at the Newark Capitol; Eddie Kane's lobby displays at the Cranford; Jack Stein's cycle idea at the Orange Embassy; Ray Cohn's baseball team in Belleville; Dannie Lee's boxing lobby at the Lincoln, Union City; Spitzer Kohen's grabbing Mickey Walker for his Regent; Andy Goldberg's shrewd showmanship at the Hawthorne, Hawthorne; and plenty more that haven't been mentioned.

**"Goono-Goono" Clicks**

"Goono-Goono," from First Division, broke records at the RKO Cameo last week, and did a phenomenal business, thus substantiating everything the exchange has said about it. A line started the first day and kept up most of the week. It looks like a mop-up.



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Doubling

A unique utilization of the Buck Jones Rangers Club to boost business in two theatres on the same day was devised by the RKO Shore Road and the RKO Dyker Theatres. September 10, Shore Road wished to put over a high entertainment of the Rangers, by the Rangers and for the Rangers. Having no stage, the entertainment plans ran into a barrier, but, using initiative, the manager worked hand in hand with the Dyker manager, who has the stage. The Rangers bought their 10-cent tickets at the Shore Road box office, then marched in orderly fashion to the Dyker, a few blocks away. There they ran their entertainment, which consisted of tap dancing, singing, story-telling, mandolin playing, kazoo band and a playlet. After the show, the youngsters saw a complete film performance. This over, they marched back to the Shore Road and saw another picture show. All for the same 10 cents.

## For "Tiger Shark"

In continuing the vogue of elaborate ballyhoo fronts from Broadway theatres, Harry L. Charnas, general manager, Warner Brothers metropolitan theatres, responsible for the "Doctor X" and "Blessed Event" fronts, had a special nautical display created for the New York premiere of "Tiger Shark," starring Edward G. Robinson.

Winter Garden's "Tiger Shark" front features full-size diving sharks and otherwise reproduces the atmosphere of the picture through the use of equipment.

Motion pictures of the solar eclipse were screened at the Stanley, Utica. Joe Smolinski, projectionist at that house, made the pictures with a studio camera and ordinary lens.

## Sunday Benefits

By special permission of the City Council, the Broadway, Park and Strand Theatres, Newburgh, opened on a Sunday, afternoon and night, for benefit performances for the Community Milk Fund for under-nourished children, and netted several hundred dollars.

## Mickey Mouse Makes It Four

Mickey Mouse reaches his fourth birthday October 1.

Millions of persons throughout the world are now actively engaged in popularizing Mickey to unprecedented heights. Here's a partial list of those people:

More than 15,000 theatre exhibitors throughout the world who show Mickey Mouse pictures at one time or another. Publishers of 172 newspapers in the United States which run a Mickey Mouse comic strip daily. Nearly 1,000,000 children, members of nearly 1,000 Mickey Mouse Clubs, who meet every Saturday morning to lay votive offerings at the shrine of their patron saint. Sixty-odd mercantile manufacturers in the United States and Europe who make Mickey Mouse dolls, toys and other salable articles. Proprietors and employees of 300,000 retail stores throughout the world which sell these articles. Hundreds of song-writers, radio artists, phonograph recorders and others of musical professions who are marketing songs about Mickey Mouse, particularly Irving Caesar's "WHAT! NO MICKEY MOUSE? WHAT KIND OF A PARTY IS THIS?" Thousands of film salesmen, exploitation men, advertisers and publicists engaged in co-ordinating all these activities.

## "Bird" Gets Big Volcano Ballyhoo

Exploitation possibilities comparable to those of "Bring 'Em Back Alive" were taken advantage of for the run of "The Bird of Paradise," when that picture went into the Mayfair Theatre.

Under the directing of Robert F. Sisk and Terry Turner, arrangements were made with Messmore and Damon, who did the jungle job on the Buck picture, for the construction of a huge, realistic volcano atop the marquee of the Mayfair. Steam issued forth from the crater of the volcano, and "molten lava" poured down the sides. Flames spurted from the crater at intervals, and the human touch was provided by figures of a native taking Luana, heroine of "The Bird of Paradise" up to the mouth of the volcano, as well as by male, animated figures placed around the base; one of them driving a yoke of oxen hitched to a cart, waving his whip at the animals.

Four loud speakers were placed inside the volcano, and played a record of slow Hawaiian music, with volcano roars intermittently interrupting the music. A background of Hawaiian mountain scenes, a flash front with elaborate art work, and palms and tropical shrubbery and trees in the lobby completed the atmospheric exploitation.

The steam outlets at the bottom of the volcano increased the illusion of lava pouring down the sides; and there was a flasher in the top, with lights going off and on to heighten the "outbursts." The beauty of the whole set-up was that one man, simply to turn on switches in the morning, was all that was required for the display.

## "The King Murder" Approaches



Maurice Black, Dorothy Revier, Conway Tearle and Gilbert Roland are pictured here in "The King Murder," from Chesterfield, distributed by First Division.



### Jones Cover Ready

Theatre managers throughout the United States are adopting the newest exploitation device of the Buck Jones Rangers as one of the valuable and inexpensive means of keeping both theatre and Ranger Club constantly before their public. This is a book cover bearing the seal of the Ranger Club together with the information that the club meets at So and So Theatre on such and such a day. The back cover contains the Ranger Pledge and the Ranger Laws. The book cover fits any book.

Walter Reade, owner of the Kingston and Broadway Theatres in Kingston, has shown his public spirit by contributing \$500 to the Mayor's school children's clothing and milk fund.

### Air for "Klondike"

In a gesture of esteem for Captain Frank Hawks, noted speed pilot, who makes his screen debut, group of aviators will attend the preview of "Klondike," in the Chanin Building.

Auditorium on the fiftieth floor is known appropriately as the theatre in the clouds. "Klondike," starring Lyle Talbot, has in the supporting cast Thelma Todd, Henry B. Walthall, Jason Robards, Ethel Wales, Tully Marshall, Pat O'Malley and others, in addition to Captain Hawks as a daring trans-Pacific flier. Supervised by Trem Carr, the picture was produced by W. T. Lackey and directed by Phil Rosen from the screen play by Tristram Tupper.

Guest list includes members of the aviation Order of Quiet Birdmen, headed by C. S. "Casey" Jones.

Forty-seven newsboys of the Nyack "Evening Journal" were guests of Manager Edgar Wallace at a show in the Rockland.

### Postal Tie-up

Warner Brothers effected a tie-up on "Blessed Event," whereby all Postal Telegraph offices in the metropolitan area featured window cards advising, "When a 'Blessed Event' arrives, send your congratulations via Postal Telegraph." A large photo of Tracy and Mary Brian, with copy on picture and playdate at the New York Strand, dominated the card.

### Rajah Sigmund Warning

George C. Meeser, connected with various eastern Pennsylvania theatres, writes this office to complain about Rajah Sigmund.

He claims the Rajah walked out on one of the bookings, causing the theatre a lot of embarrassment, following a weak engagement in a neighborhood town. Furthermore, merchants invested money in newspaper ads, which all lost when the Rajah walked.

He wants to warn those who have dealings with the Rajah.

### Witness "The Crooked Circle"



Zazu Pitts and others lead the way in World Wide's "The Crooked Circle," with a shot from "Those We Love" included.

### Heard In

**R O C H E S T E R**  
Breakfast in Lobby? Yes, Sir!

By Eeatch

MANAGER EDWARD MELNIKER, Loew's Rochester, has his breakfast every morning in the theatre's mezzanine tea room, where fruit, eggs, toast and coffee are specially prepared for the execs. . . . Manager Jay Golden, RKO Palace, is his show's severest critic. . . . J. Gordon Baldwin, former organist, Loew's Rochester, is playing organ and accordion solos at the Monroe, neighborhood. . . . Fred Waring's Band brought joy to Sanatorium patients and publicity to the RKO Palace.

### Safety Guests

Members of the Utica Safety Patrol, who had worked on playgrounds during the summer, were guests of Manager Bert Leighton at the Stanley. More than 150 boys and girls were in the party, and they were congratulated by Mayor Charles S. Donnelly.

MARX BROTHERS broke 1929 records at the Century and the film went to the Regent for second week. . . . Midnight previews are back again with different theatres trying to ballyhoo on successive weeks. . . . Various types of contests still popular with film houses to get public interested in film. . . . Lucky Bucks idea with support of the "Journal-American" and the radio brought 7,000 kids to matinee of the RKO Palace Theatre.

### Buck Jones Ranger Clubs Spreading

Here are the Buck Jones Ranger Clubs in this territory:

Local: Crescent, Bronx; Forest Hills, Forest Hills; Franklin, Nutley, N. J.; Granada, Corona; Mineola, Mineola; New Ideal, Brooklyn; Utica, Brooklyn; Columbia, Guttenberg, N. J.; Matawan, Matawan, N. J.; Lincoln, Brooklyn; Colonial, Pompton Lakes, N. J.; Majestic, Palace, Jersey City; Park West Theatre.

Albany: Empire, Glens Falls; Madison, Paramount, Royal, Albany; Palace, Bijou, Troy; Strand, Dolgeville; Colony, Schenectady.

Buffalo: Amendola, Falls, Niagara Falls; Capitol, Auburn; Capitol, Rochester; Cortland, Cortland; Lyric, Endicott; New Strand, Hornell; New Happy Hour, Fulton; Cameo, Syracuse; Kensington, Riverside, Buffalo; Palace, Olean; Elmwood, Penn Yan; Capitol, Oswego; Geneva, Geneva.

### "Cabin in the Cotton" Is Due Soon



"Cabin in the Cotton," from Warners, has Richard Barthelmess and Bette Davis, as well as David Landau and Dorothy Jordan.



## Heard In

## ALBANY

Biz a Bit Better and Mills  
Produces

By Bill

BERNIE MILLS, head man, Standard Film, has turned producer, but has not given up being exchange manager. . . . He is supervising the production of a new picture, "Hotel Variety." . . . Ben Kalmanson, former Albany Warner exchange manager, and now of the same post in Pittsburgh, dropped in to see the boys along Film Row recently, as did Harry Rosenquest, assistant short-subject manager. . . . Lester Rosenfeld, Cincinnati, has joined the sales force at "Daisy" Halligan's RKO exchange. . . . The golf tournament (at least the contestants call it that) which started in July and was interrupted in August because Ralph Pielow wanted to spend his Saturday afternoons at his Saratoga Lake camp, has been resumed with a vengeance, with Ralph, Nate Sauber, Universal manager; Leon Herman, United Artists, and Harry Alexander, Fox salesman, to see the thing through to the nineteenth hole.

LEW BROWN, exploitation expert in the Albany district, has been transferred to the Loew theatres, Baltimore, to iron out a little difficulty down there between the theatres and the newspapers. . . . Rea Downs has resigned. . . . On the sick list. . . . Jim Papayanakos, Gouverneur exhibitor, and Cheney, Newton Falls exhibitor and postmaster. . . . Cheney's theatre has reopened after a closing since July 24.

MIKE KALLET, who recently added the Uptown Theatre, Utica, to his chain, has made extensive alterations to the theatre. . . . Colonial Theatre, Utica, playing pictures a year and more at 10 and 15 cents, manages to do business by trick advertising. . . . Walter Suchno opened the Arbor, Albany neighborhood house September 18, and RKO Proctor's Grand, playing double features first and second run, opened the same day.

T. ROY KIEFER, formerly orchestra leader at Warner's Troy and RKO Proctor's Troy theatre, has been transferred to RKO Palace Theatre, Albany, succeeding Carl Miller as leader. . . . Nate Sauber, Universal Albany exchange manager, sent out invitations for a trade showing of "Once in a Lifetime" at Warner's Strand, September 13. . . . Universal breaks records for Warner's Strand, Albany. . . . "Back Street," opening September 9, knocked over the previous house record held by the same firms "Frankenstein." . . . "White Zombie" filled the small Warner Ritz and left 'em out in the street.

WARNER STRAND THEATRE, Albany, had the world premiere of "Blonde Venus," September 22. . . . First print of the picture was rushed east from the coast. . . . Joe Feldman, publicity man, staged a "Hollywood Premiere." . . . W. W. Farley, Farash Corporation, Schenectady exhibitors, has opened his Capitol Theatre, Albany, as a legitimate house, playing three days road attractions and three of burlesque. . . . Oscar J. Perrin is manager. . . . Bennie Darrow, exploitation man in the Albany territory, brought his bride, Miss Louise Bickse, of Cleveland, O., to Albany on their honeymoon to meet the boys and girls along Film Row.

## The Rumor Mart

The rumor boys, who haven't been busy since they stopped combining companies, are beginning to work upon a producing outfit that hasn't been mentioned in a couple of seasons by them.

Rumors of studio discord, poor grosses on pictures with high overhead and other things have already been started, with the trade picking the stories up, but not laying them down.

Those who know the workings of the industry when the rumors start, point out that where there's smoke there's fire and are willing to go to bat that about 95 per cent of the rumors of the past season have proven true later on.

The company in discussion, however, still goes on under the impression that the Svengali stunt it has been performing the past season will still hold true next season. Here, however, observers say, the outfit is wrong. 1932-1933 will be the season for those who produce good pictures, not hypnotists, who think the rest of the industry may be as necessary to its future as the paper panties on lamb chops.

And they also say that an arrogant attitude is also one of the things that went out of style with ouija boards.

CHARLES WEILL, Universal salesman in Albany and formerly of New York, has taken a house in Albany to do away with his weekly motor trip to New York. . . . Weill was formerly a student salesman in Albany, and has succeeded Pete Dana, who has resigned to devote himself entirely to the Empire Theatre, Glens Falls. . . . Nate Sauber, Universal exchange manager, has sent his family to Washington, D. C., for a vacation. . . . Lewis Buckin, Amenia Theatre, Amenia, flew to Oregon recently to testify in a lawsuit growing out of the will of his uncle. . . . Charles Miller has opened the Bright Spot, Rensselaer, for first run. . . . Columbia, in the same city, which has been closed for a long time, will be torn down.

BILL SMALLEY will open his Norwich Smalley Theatre, October 8. . . . It will seat 1,200 people. . . . J. C. Fitzgerald, Rialto, Glens Falls, is head of the drum corps of the American Legion Band in that city. . . . When he opened the Rialto the band made a street parade in his honor. . . . His band won the state championship at the American Legion state convention in Brooklyn. . . . Abe Stone, Albany exhibitor, and Abe Dwore, John Gardiner and Morris Silverman, Schenectady exhibitors, attended the September meeting of the Allied Theatre Owners of New York at Kingston. . . . Frank Ferraro operates the theatre at Glasco. . . . It seats 112 people and runs one night a week. . . . Ferraro has a lot of relatives who like the movies and who used to take the bus to Kingston or Saugerties to see pictures. . . . Ferraro says it is cheaper for him to operate the theatre one night than to pay bus fare for all of his relatives to go out of town. . . . RKO Palace, Albany, has gone from five to seven acts of vaudeville with picture.

MAJESTIC  
PICTURES  
CORPORATIONAn Important  
PRODUCING COMPANY  
Announces

Here's Your Proof

No. 1 ~~~~ No. 1

## "THE PHANTOM EXPRESS"

J. FARRELL MacDONALD  
WILLIAM COLLIER, Jr.  
SALLY BLANE

An Emery Johnson Production

No. 2 ~~~~ No. 2

## "HEARTS OF HUMANITY"

JEAN HERSHOLT  
JACKIE SEARLE  
CLAUDIA DELL  
J. FARRELL MacDONALD

No. 3 ~~~~ No. 3

## "CRUSADE"

EVELYN BRENT  
LEW CODY  
H. B. WARNER  
LUCIEN LITTLEFIELD

And 17 More to Come

MAJESTIC—The Royal Road to Profits



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FILMCRAFT EXCHANGES, Inc.

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**Sunday Fight Opens**

Milk Fund benefit performances in three Newburgh theatres on a recent Sunday have revived discussion of regular Sunday shows, with business men contending such shows bring folk to town and help various classes of business, and clergymen declaring that even if the people want Sunday movies, what they really need is religion.

**Rivoli, Utica, Changes**

A. W. Goodman and Harry N. Savett, Utica, have taken over the management of the Rivoli. New upholstered seats, carpets and a box office have been installed. Two men formerly operated the Orpheum Theatre, Utica; Pullman, Rochester, and Court, Binghamton.

**Publix Vacancy**

Two vacancies remain in the Publix staff in Newburgh. Academy, closed all summer, is without a manager. John A. Hartung, Poughkeepsie staff, has been acting manager of the Broadway.

**Heard In**

**NEWBURGH**  
Three Open in Hudson and "Alive" Boost

STAR, HUDSON, damaged by fire, expects to resume within a short time. . . Playhouse is putting on flesh. . . Rialto is the only other operating house in the city.

BROADWAY, Haverstraw, lent its stage for a musical show by 100 home folk for the benefit of the Catholic Daughters of America. . . For the showing of "Bring 'Em Back Alive," Manager John A. Hartung, Broadway Theatre, Newburgh, developed a jungle-like background in the lobby.

**Poughkeepsie Tax Protests**

Bardavon Theatre Corporation has protested to the Board of Review, Poughkeepsie, against an assessment of \$109,800 on its property, contending it is unfair and excessive. Theatre is operated by Publix.

**Mickey Finn Passes**

John H. (Mickey) Finn, 71, well-known theatre manager, died at his home in Rochester after two months' illness. He was manager of the Temple from the time it was built by J. H. Moore in 1909 until Keiths leased the house in 1924. At that time Finn retired from active theatre business, but maintained his interest to the end.

**Overcrowding Investigated**

Manager Edgar Wallace has found a way to pack his big Rockland Theatre, Nyack. This is by announcing the award of an automobile—something that is being done periodically.

A late meeting of the Board of Trustees was devoted to a discussion of the alleged hazards of overcrowding. Trustee James Hoyle expressed fear of consequences if a panic should develop. Standing in the aisles was reported, as was also a lack of ushers.

Police commissioner and the chief of police and head of the fire department were directed by the village trustees to confer with Manager Wallace with a view to improving conditions.

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**ATTRACTIVE RATES**



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Klondike"—Monogram

Lyle Talbot, Thelma Todd, Capt. Frank Hawks, H. B. Walthall, Jason Robards, George Hayes, Tully Marshall, Pat O'Malley, Priscilla Dean, Myrtle Stedman.

Outside of the fact that this isn't a western, it is nice audience entertainment. Tale of a doctor who runs away from a death while operating and who faces the same condition later, it has been handled with a nice hand toward audience value. The cast is feature-studded and there is plenty of exploitation material.

Estimate: Credit Monogram.

## "Smilin' Through"—Metro

Norma Shearer, Fredric March, Leslie Howard, O. P. Heggie, Ralph Forbes, Beryl Mercer.

Fine show, with Norma Shearer getting away from the sophisticated parts and delivering a characterization that stamps her as a real actress. The show has been done before, but this time Metro has given it swell production and a strong cast. It will prove a pleasant change from current movie fare.

Estimate: In the money.

## "Wash. Merry Go Round"—Col

Lee Tracy, Constance Cummings, Walter Connolly, Alan Dinehart, Frank Sheridan, Arthur Hoyt, Clarence Muse.

Best political movie yet and filled with that thing called guts. Columbia hasn't cleaned up and made a manby-pamby thing out of the original material, and with Lee Tracy to lead the way, the picture emerges as a gripping, frank expose of Washington as it may be. This is box-office exploitation material all the way.

Estimate: Treat for showmen.

## "Merry Go Round"—U

Eric Linden, Sidney Fox, J. Carol Naish, Tully Marshall, George Meeker, J. Farrell MacDonald.

Politics yarn that will probably prove a trifle too strong for the ladies. It has been well done, but it is a question whether audiences like their dishes too strong. Likely to run into censor trouble, too. U had courage to make a picture out of a play that raps American political organization, but it is not likely that it will have universal appeal.

Estimate: Praise for effort.

## "Payment Deferred"—Metro

Charles Laughton, Dorothy Peterson, Neil Hamilton, Maureen O'Sullivan, Veree Teasdale.

Very unentertaining material made into a movie. Generally a study of the mind, and not heading for the okay division when the movie audiences are considered. Granted that Charles Laughton is a fine actor, but this won't help him much. "Payment Deferred" just won't make the grade.

Estimate: Not for the movies.

## "Parisian Romance"—Allied

Lew Cody, Marian Skilling, Gilbert Roland, Joyce Compton, Yola D'Avril, Helen Jerome Eddy, Paul Porcasi, Bryant Washburn.

Good story idea, nice feature cast and plenty of money spent on the whole thing that's "Parisian Romance," with M. H. Hoffman putting a lot of faith into the picture. As a programmer, it shapes up nicely, but better handling might have made a strong feature out of it. As it is now, there should be few complaints.

Estimate: Average.

## "Breach of Promise"—WW

Chester Morris, Mae Clarke, Mary Doran, Theodore Von Eltz, Elizabeth Patterson.

World Wide has contributed a feature name cast, but the yarn itself doesn't come up to the standard held for it. The Morris-Clarke duo does a lot to overcome the tale, but not quite enough. However, it shapes up as a program show that will satisfy the usual number of fans.

Estimate: Might have been better.

## "Phantom President"—Para

George M. Cohan, Jimmy Durante, Claudette Colbert, George Barbier, Sidney Toler.

Natural for exploitation, and one, because of its names, that must be sold. Jimmy Durante and Cohan are great names to sell, the political nature of the story is an advantage, and the Rodgers and Hart lyrics and tunes are swell. In an election era, showmen have a swell start.

Estimate: Built for a 24-sheet campaign.

## "Out of Singapore"—Goldsmith

Noah Beery, Dorothy Burgess, Miriam Seegar, Montagu Love, George Walsh.

Familiar sea story, and nothing much of novelty to make anyone go out shouting. As an inde production, it might get by, but it might have been a lot better.

Estimate: Well, well.

## "Alias Mary Smith"—Mayfair

John Darrow, Blanche Mahaffey, Edmund Breese, Matthew Betz, Raymond Hatton, Alec B. Francis.

Typical inde show with the hero defending the discarded sweetie of the speakeasy owner on a murder charge. Nice inde cast turns in a competent performance and non-too-discriminating audiences will have no cause for complaint.

Estimate: So-so.

## "Girl from Calgary"—Mon.

Fifi Dorsay, Paul Kelly, Robert Warwick, Edwin Maxwell, Astrid Allwyn.

Musical show, with some technicolor, that will get across because of Fifi Dorsay's popularity. Story is interesting and people are good. Monogram has gotten away from its usual type of western and melo and has produced a novelty that should be of some value at the box office.

Estimate: Different.

## "Rain"—U-A

Joan Crawford, Walter Huston, William Gargan, Guy Kibbee, Walter Catlett, Ben Hendricks, Fredric Howard, Beulah Bondi, Matt Moore.

Triumph for Joan Crawford and almost a one-woman show. U-A has invested a sock of dough, and the success of the play and general atmosphere, combined with some good performances, makes this box office. Crawford will draw the raves.

Estimate: In.

## "Heritage of Desert"—Para

Randolph Scott, Sally Blane, J. Farrell MacDonald, David Landau, Gordon Wes'cott, Guinn Williams, Vince Barnett.

A good cast almost overcomes the handicap of a yarn that hasn't much of the good old western vintage, so "Heritage of the Desert" will get by with the open-air devotees. Randolph Scott is Paramount's hero this time and he will prove popular.

Estimate: For more followers.

## "Three on a Match"—Warners

Joan Blondell, Warren William, Ann Dvorak, Bette Davis, Lyle Talbot, Glenda Farrell, Grant Mitchell.

Name cast that should hold its own anywhere. The story moves, has been aptly directed, should aid the attention of prospective box-office devotees. True, the yarn, itself, isn't all it might be but when the shouting's over this will be a satisfying programmer.

Estimate: Generally satisfactory.

## "The Last Man"—Columbia

Constance Cummings, Charles Bickford, Alec B. Francis, Alan Roscoe.

Melodrama of the open sea, and usually done by the independents. But Columbia has given it nice atmosphere and a feature cast, with the result that it should be a mild satisfying bit. Acting isn't bad.

Estimate: Another sea story.

## "Hat-Check Girl"—Fox

Sally Eilers, Ben Lyon, Monroe Owsley, Ginger Rogers, Noel Madison, Purnell Pratt.

This is headed straight for the upper part of the box-office strata. Smart, with an eye to mass appeal rather than the classes, the story of a hat-check girl emerges as a bright piece of entertainment. The Eilers-Lyons combination is especially attractive.

Estimate: Another bull's-eye for Fox.

READ  
BETTER MANAGEMENT

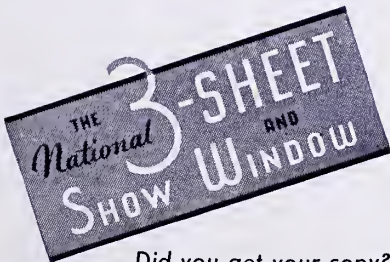




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## HARRY LANGDON

in



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# "THE BIG FLASH"

with  
**Vernon Dent**  
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EDUCATIONAL FILM EXCHANGES, Inc.



In This Issue: The Case Against Exclusives

THE NEW YORK STATE

# EXHIBITOR

COVERING THREE FILM ZONES

AN EMANUEL-GOODWIN PUBLICATION

CIRCULATING  
IN NEW YORK  
STATE AND NORTH-  
ERN NEW JERSEY

Vol. 5—No. 3

NEW YORK, OCTOBER 10, 1932

PRICE, 15 CENTS

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*. . . now breaking all records at  
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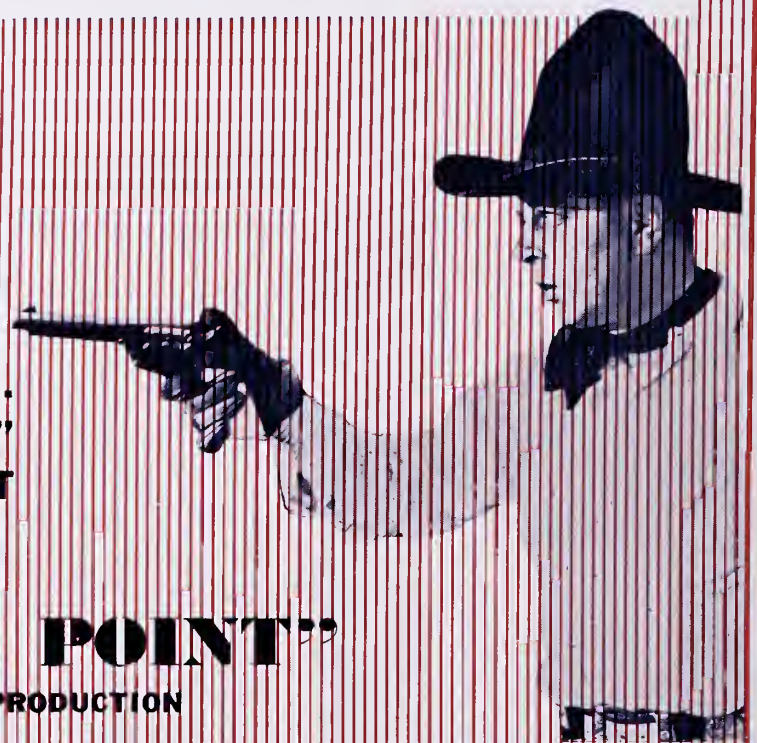


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8

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But you couldn't have that! Your people, your audiences, come to see MOVING PICTURES not COMMERCIAL ADVERTISING. They're interested in pictures!

There you are! Your audience is all set and your screen is in front of them: give it to them! Tell them about pictures—in trailers—trailers which show the actual scenes—trailers which give the actual dialogue—trailers which are pictures in themselves, and which they are waiting for!

Snap to it, man! The greatest advertising force in existence, the screen, is at YOUR command at a cost so slight as to be negligible. Boost your patronage. TRAILERS BUILD BUSINESS!

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Trailers capture an interest that is WAITING to be captured. Trailers sell on the line of least resistance—and build patronage at the least cost!



Oct10'32 pg. 3

National Screen Ad-Vance Trailers are your first aid to better business





Game Called  
*on account of*

**JOHN WAYNE**  
**in WARNERS**

Young America wants *young blood* in its Westerns!

That's why handsome, *youthful* JOHN WAYNE has ousted old favorites as the reigning Saturday Matinee Idol.....

That's why LOEW'S and other class circuits have grabbed the Wayne series as their first Western attractions in years.....

That's why WARNERS' 4-STAR WESTERNS will change all your old ideas of the kind of money you can expect to make with this type of show!

Other reasons, too! — Adult trade attracted by Wayne's big-time rep from

"The Big Trail" and other famous hits..... Real ticket-selling ads and accessories in the genuine Warner manner..... And typical Warner production quality, under Leon Schlesinger's supervision!

No wonder they've put Westerns back on the Big Time. No wonder *Hollywood Reporter* recommends them as "*Darn good box-office on any street from Maine to Alaska!*"

Stop plugging along with *average* Western grosses. Warners showed you the way to bigger profits on features..... We'll do the same for you on Westerns. Ask your exchange about them *today!*

Presented by  
LEON SCHLESINGER  
SID ROGELL  
Associate Producer  
Distributed by  
VITAGRAPH, INC.



**"WARNERS"**





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DRAW INSURED  
BY REAL STAR  
CASTS! ▲ ▲ ▲**



Noah Beery



Mae Madison



H. B. Walthall



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Ruth Hall



Otis Harlan



Luis Alberni



Berton Churchill

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NEW  
Saturday  
MATINEE  
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**THE  
KIDS' STAR  
THAT  
GROWN-UPS  
RAVE  
ABOUT**

**BOOKED  
BY LOEW AND  
OTHER BIG  
CIRCUITS**

**"Darn  
Good Box-Office  
on any street  
from Maine  
to Alaska."  
—Hollywood  
Reporter.**

Oct 10 '32 pg. 5

## 6 BOX-OFFICE TITLES

(Ready now)

**"Ride Him, Cowboy!"**

**"The Big Stampede"**

(Coming Soon)

**"The Telegraph Trail"**

**"Haunted Gold"**

**And 2 Others**



**Have the Best Westerns, too!"**



# The New York State EXHIBITOR

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October 10, 1932

## Shall We Call a Cop?

NO one probably was more amazed to see the outstanding results of the Chicago meeting between Allied and M. P. T. O. A. leaders than the Allied and M. P. T. O. A. leaders themselves. Out of the maze of rumors that had preceded the conference one development has resulted—a permanent and definite intention to save the independent exhibitors of America.

It may be assumed, because of the closely knit nature of the organization, that Allied will immediately accept the ideas advanced at Chicago. Allied, it has been no secret, had a plan, modified it in accord with deliberations of the Chicago committee. The M. P. T. O. A., which may or may not have had a plan, has seen its leaders endorse one now. It is too much to assume, of course, that the units represented by their chiefs were pledged, but there is good reason to believe that the M. P. T. O. A. may also join in line.

However, if the M. P. T. O. A. does not immediately give assent, as a combination of units, to the Chicago plan, it is believed the local units sympathetic to the plan will work for its success.

Acceptance or defeat of the Chicago developments will largely determine the future of the M. P. T. O. A. That continued whispering campaign which declares the M. P. T. O. A. to be producer-supervised is now out in the open. If the units defeat the desires of their chiefs who sat in at Chicago, the whispered charge becomes an open fact. If the rumors are not true, then there should be nothing to stop a permanent joining of Allied and M. P. T. O. A.

Martin Quigley, speaking for Quigley Publications, says:

"The Chicago conference describes its plan as an effort 'of last resort.' If that is in fact the state of affairs which confronts the exhibition interests represented in the conference, then it cannot be denied that they are within their rights in seeking relief along the lines decided upon."

The same writer goes on to say that:

"Governmental interference with the business of motion pictures would be expensive and troublesome. We earnestly trust that the whole industry may immediately awaken to the seriousness of the situation in which we are driving, as reflected in the Chicago conference developments and that prompt, thorough and effective steps shall be taken to put our house in order so that the threat of governmental interference will be once and for all put away."

All this comes from Martin Quigley, whose position in the business is well known. Truly, the problem must be a grave one. Mr. Quigley fears the effect of governmental interference, and rightfully so. He suggests the

industry put its house in order, as has been suggested many times and by many leaders. Such a suggestion led to the 5-5-5 conference, the greatest farce the industry has seen in years. It led to countless zoning meetings, many wasted deliberations.

These publications have been unalterably opposed to "calling a cop," but, with present conditions of swapping play dates, unfair percentages, exclusive selling, unreasonable protection, tying in shorts with features, exchanging information and no relief in sight, "calling a cop" seems to be the only alternative. Much as it is to be regretted, what else can now be done?

## Surprise! Surprise!

THE surprise party furnished Nicholas M. Schenck, president of Metro-Goldwyn-Mayer, when, according to a Kansas City dispatch, he was told that there was tremendous opposition to exclusive runs, makes industry history.

To quote Mr. Schenck:

"I did not know the policy (exclusives) was objected to by anyone. We instituted exclusives only where it would be advantageous to us or to theatres. We don't force the policy and we are not pressing it. It has been launched in only a few cities, so there is no occasion for serious objections."

Being only the president of Metro-Goldwyn-Mayer, Mr. Schenck undoubtedly could not have been so close to his organization to know that the spread of exclusives is already working hardships on exhibitors, is responsible for exorbitant rentals from exhibitors; that one company has already put itself on record with its sales force to get more money because the threatened exclusive selling will create a buyer's market; that exclusives will force thousands of patrons to stay away from the pictures they cannot afford to see, and has already resulted in the most drastic single proposal from combined exhibitor organizations representing the entire country.

Perhaps the industry expects too much when it asks that a head of a producing body knows what the distribution end is doing. Perhaps Mr. Schenck and the other presidents do not know, for example, that Fox West Coast theatres are being sold first, second, third and fourth runs in Seattle, and first, second and third runs in all cities where they have one or more theatres and where there are competitive independent theatres, and that exchanges are refusing to sell any independent theatres in the city where the independent theatre is a Fox West Coast competitor, and that increased protection of six months is not a rare thing.

Perhaps Mr. Schenck and the other producer presidents do not know that the independents of this country, which helped make every company what it is today, are faced with the prospect of closing their doors unless relief is coming.

It is about time that somebody gave the exhibitors of this country a grand surprise party in the nature of a square, a fair contract and a desire to recognize their right to live.

Again, Mr. Schenck, how would you feel, if you were an independent exhibitor facing these conditions? Would you keep quiet or fight with all your resources? What would you do?





# O'Reilly Holds Key to Future of 306-Empire-Inde-Chain-Operator Tiff

## New Warner Exhibit

Major Albert M. Warner, vice-president in charge of sales and distribution, Warner Brothers Pictures, Inc., has announced that the success of the first "Warner Brothers National Exhibit," at which features already completed on the 1932-33 program were shown to thousands of exhibitors in the country's key cities August 22 and 23, has influenced the company to hold a similar "Exhibit" some time in January or February, at which 15 features will be screened.

## Heard In

**CROSSTOWN**  
Eberhardt on Air—Budding Author

THE MOTION PICTURE CLUB FORUM is getting under way soon with the toastmaster Louis Nizer as usual. . . . Some excellent speakers are scheduled for the new year. . . . And the bulletin of the club hasn't been around lately. . . . Harry Weiss is managing the Brooklyn Albee. . . . Mickey Mouse's birthday party was a success, considering the amount of publicity garnered as an estimate. . . . And so was the opening of "Bill of Divorcement" at the Mayfair. . . . The Radio show shapes up as even better fare when seen the second time.

**B. B. KAHANE** is now a member of the Hays organization representing Radio. . . . Powers pictures get a local first run at the Harry Brandt Globe Theatre, a good spot. . . . Harry Goldberg is now with RKO in Chicago under Nate Blumberg. . . . J. W. MacFarland is handling sales for Powers. . . . George Ritch, formerly in Philly, is now with Skouras here. . . . He replaces Harold Janecky, who is at the Skouras Jamaica.

**MOE BARONCA** is managing the Nemo Theatre for Skouras. . . . The "Strange Interlude" roadshows aren't as numerous as those of "Grand Hotel." . . . Tom Robins handles the Lynbrook Skouras house now. . . . Bill Michaelson, who was in Portchester and Jamaica for Skouras, is now in Buffalo. . . . The S. M. P. E. held its semi-annual meeting in town last week. . . . Charlie O'Reilly is active in the current Roosevelt campaign, heading the motion picture contingent. . . . This makes two, what with Frank Walker being national treasurer.

**GERMAN PICTURES** go into the Sheridan, Brooklyn, under Herber and Darbitz operation. . . . Louis Stokat, with Skouras for many years, takes the Leonia, Leonia, N. J., October 15. . . . S. Geir takes the Plaza, South Jamaica, formerly a Casey Wheeler theatre. . . . Operator has the New Ozone.

**JOE BECKER** is out of Powers pictures. . . . He is now with RKO booking department. . . . Harry Rosenquest is better after

## T. O. C. C. Head Recognized as Strongest Factor in Future Developments — National Body Gives Support Through President's Announcement

Charles O'Reilly, president of the local T. O. C. C., and leading factor in the local theatrical world, holds the key to the solution of the Local 306-Empire Union-independent circuit operator mess. This much is admitted by those close to the situation.

## Clean Up Broadway Move Leads to Compromise

### Circuits Want Some Privileges Restored

Drive by the Broadway Association to clean up Broadway, affecting marquee displays and ballyhoos on the main street movie houses has finally led to a compromise meeting.

Effort is being made to conform with the city's desire to eliminate a lot of the objectionable ballyhoo, but still give the theatres a chance to sell their pictures.

Picture men point to the effective marquee displays along the main stem as one of the reasons why business peps up every once in a while. It is a known fact that the Mayfair marquees have helped the house, although the volcano effect used recently for "The Bird of Paradise" was larger than called for in the plan submitted to the city authorities before being built. This is one of the complaints heard against the current practice.

A committee to thrash out the situation is now working on the matter.

that illness, thank you. . . . "My Pal the King" gets a Broadway run at the Globe and so does "Night Mayor." . . . There are two Roxys what with everyone waiting for somebody to do something about it. . . . Radio City has the other. . . . With the sign up. . . . Loew has bought "The Crusader" for its key spots. . . . A. P. Waxman is out of the Roxy.

**LIBERTY, BERNARDSVILLE, N. J.**, has been taken over by Knute Sagerquist. . . . On approval. . . . Which must be a new idea in leasing. . . . Joe Seider, who has a habit of doing things like that, is booking and buying for the new Linden, St. Albans, scheduled to open soon. . . . Paul Raisler, who has houses in Laurelton and Great Neck, is the operator, but Seider is handling the film end of things for the houses. . . . The St. Albans house was begun five years ago and never completed.

**GOLDMARK AND GOTTLIEB**, who have the Paradise, Brooklyn, have taken the Colonial, 5th Avenue, Brooklyn. . . . E. and M. Amusement Corporation is the operating name. . . . Leo Juskowitz and Schlesinger have taken the Shubert, Newark, for a film policy. . . . Walter Reade is

Current developments are as follows:

Action of the Sam Kaplan unit, Local 306, against practically all distributors, Film Board of Trade, etc., asking \$200,000 in damages, charging restraint of trade, comes up before Justice Alfred M. Frankthaler, today, October 10, after a demand for a temporary injunction was denied recently. Moonbeam Amusement Corporation, Apex Amusement Corporation and Marble Hill Amusement Corporation, local subsidiaries, are also plaintiffs.

Conspiracy charges case against Sam Kaplan, scheduled for hearing October 10, will be heard October 17, having been postponed. This is an outcome of internal dissension in the union which led to two operators suing Kaplan.

A statement by William Green, president of the I. A. T. S. E., with which Kaplan is affiliated, reveals that Local 306 is still the recognized affiliate of the national body. Empire union is not recognized, Green says.

It is believed likely that pickets in front of houses using Empire and 306 men will be called off. Such was the indication last week. Business in all houses has been affected as a result of the picketing. Conferences had taken place to urge dismissal of all such pickets.

Those close to the situation think that eventually Sam Kaplan will get out of Local 306. Eventually, the way may be paved for a getting together of Empire and 306, as was reported many months ago. The inde union is reported to have a membership of 600.

## New Theatre Scheduled

A new theatre, to seat 1,800, is being built at Brighton Beach Avenue and Hoff Street, Brighton Beach, by Clark and Strassburg, the latter formerly of Small and Strassburg, inde chain operators before sale of their circuit to Fox.

A report alleges that Rugoff and Becker, who own several theatres in the neighborhood, may operate when it is erected.

reopening the Hippodrome, which has been dropped by RKO. . . . While the Garnett Amusement Corporation has the Gem, 8th Avenue Consolidated house, but Consolidated is still booking the theatre.

**WALTER EBERHARDT** is on the air again. . . . Preparatory to the forthcoming publication of his new book. . . . Al Sherman has completed that play he is writing with Ed Finney. . . . One inde producer and one major are competing for it. . . . To see which can get it first, of course, not the other way around.



FROM A  
**\$50,000.00**  
 ATTRACTION  
 TO A  
**Half Million**  
 SUPER SPECIAL  
 IS ALL  
 POSSIBLE WITH  
**MAJESTIC  
 PICTURES**

**See! Judge!**

**"THE CRUSADER"**

with  
 EVELYN BRENT  
 LEW CODY  
 H. B. WARNER  
 WALTER BYRON

**"HEARTS OF HUMANITY"**

with  
 JEAN HERSHOLT  
 JACKIE SEARLE  
 CLAUDIA DELL  
 J. FARRELL MacDONALD

**"THE PHANTOM EXPRESS"**

with  
 J. FARRELL MacDONALD  
 WILLIAM COLLIER, Jr.  
 SALLY BLANE

*An Emory Johnson Production*

**20**

**SPECTACULAR  
 MELODRAMAS**

**6**

**JACK HOXIE  
 WHIRLWIND WESTERNS**

*Distributed by*

**FILMCRAFT EXCHANGES, Inc.**

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 BUFFALO ALBANY

2310 CASS AVE., DETROIT, MICH.

**Syracuse Perks**

If recent box-office gains mean anything, the Syracuse Rialto has started around that corner.

Paramount had the house's second biggest day under the three-year Publix regime recently.

Loew's State, testing the "exclusive showing," played to approximately 12,000 admissions on the opening day and set a box-office record with a 1,600 sale.

**Heard In**

**B U F F A L O**  
 Assemblyman Sargent On  
 M. P. T. O. Board

*By Mary Ann*

MAX LEVINE is now associated with First Division as salesman. . . Max has been a well-known Buffalo exhibitor for the past 20 years. . . He owned and successfully operated the Masque. . . First Division has

made a wise move in having a man of Max's caliber representing them in the field, and we know that he will fulfill his duties as First Division.



Max Levine

Motion Picture Theatre Owners of Western New York, Buffalo zone, to fill the vacancy of Walter Trass. . . Sid Samson, Fox Buffalo manager, has just returned to his desk. . . With all the national and independent circuits sold in the Buffalo territory, Fox's new product is now being exhibited in practically every important theatre in New York state. . . Among the circuits that have closed for Fox product are Warner, Publix, Skouras, Schine, Comerford-Publix, Kallet, Bernstein, Mort Shea and Martina, so that now the Fox sales force, Dickman and Rowell, are at liberty to confine their sales activities to subsequent and suburban runs. . . Howard F. Brink (Daddy to you) has resigned as manager of the Buffalo office for Educational. . . He had been with this organization for a mere nine years. . . Cliff Almy, who in the Vitagraph days was manager for both Vitagraph and Warner Brothers, succeeds Howard Brink as manager.

COLONIAL, NIAGARA FALLS, closed due to a fire, will reopen soon. . . Norman Brimsley, who operates the Studio Theatre,

Moravia, intends to open the Gem, Genoa, and the Library, Aurora.

GEORGE HANNY, Jr., is appointed manager of the Capitol Theatre, succeeding William Michaelson, who returned to New York. . . Palace Theatre, Rochester, reopened. . . Father of Gus Lampe, manager, Eckel Theatre, Syracuse, is now managing the Harvard Theatre for Phil Smith, replacing Harold Talbott. . . Bernice Banaszak, popular lady exhibitor, who formerly operated the Artistic Theatre, Buffalo, until its demolition by fire, has closed negotiations for the Masque Theatre, Buffalo. . . M. M. Konczakowski is reopening the Senate Theatre about October 10 (formerly the Frontier Theatre). . . This is the third theatre of his chain.

ED CORCORAN, special representative, Harold Lloyd Corporation, was in Buffalo last week. . . Frank Moneyhun has come to Buffalo from Atlanta, Ga., to join the Shea publicity forces. . . Irving Solomon is in Buffalo managing the Hippodrome, where RKO vaudeville is returning. . . Century goes back to a straight film policy. . . Emil Giffonelli is now supervising all the Shea community theatres, as well as Tonawanda and Niagara Falls. . . Bob Murphy is devoting his efforts to the Shea community theatres, where Harry Berman is also helping out on publicity and exploitation. . . Animals put on as a ballyhoo at the Great Lakes for "Bring 'Em Back Alive" attracted much attention the past week as did the attractive front, made by Frank Moneyhun. . . An unusually extensive publicity campaign was put over at Shea's Buffalo for the "Phantom President," which included much outdoor advertising, ballyhoos and increased space. . . A special screening for the trade was held October 3 at Shea's Buffalo, where RKO's "Bill of Divorcement" was shown.

HEARTFELT SYMPATHIES are extended to George Ferguson, Columbia, on the death of his mother. . . Clarence Ross has resigned his position as booker for World Wide. . . It is with deep sorrow that we learn of the sudden death of Joe Jenco's father. . . Buffalo office of Hollywood is certainly a buzzing beehive these days. . . Harry Lots, manager, announces that he has expanded his sales force by adding Paul Shaver and Henry Wilkinson to it. . . Paul Shaver was formerly with RKO as salesman, and also with Howell Trucking Company as special representative. . . Henry Wilkinson was with Selznick and Realart Pictures, and more recently was associated with Good Body & Company in the stock brokerage business. . . Fred Zimmerman is still in the insurance game and is very happy in it. . . Fred was district manager for United Artists, but is now associated with Clay W. Hamlin for the Mutual Benefit Life Insurance Company. . . Ester Fates, Fred's secretary, is still with him. . . Jimmie Grainger, general sales manager, Fox, visited the Fox Buffalo office en route from Toronto to New York by plane. . . Clarence Ross entertained about 30 film people at his summer home at Long Beach, Canada, and a very enjoyable time was had by all.

TRUMAN BRIZEE, manager, Diana Theatre, Medina, plans to reopen the Park Theatre. . . Mike Resnick, formerly salesman for Warner Brothers, is now manager of Buffalo office, Powers Pictures. . . Broadway Theatre, Buffalo, has been picketed.



# Look for Further Progress at Next Allied-M. P. T. O. A. Congress

## New Albany Protection

Albany exchanges are working out a new schedule which will result in a new protection deal for all subsequent runs, was not satisfactory to Utica exhibitors. As a result, exchanges are planning their bookings so that second runs in the district will get 14 days protection, and third runs 7 days.

## Heard In

### 44<sup>TH</sup> STREET

It's a Girl—and a Boy,  
Too

IT'S A GIRL at the Earle Sweigerts, the proud father, Jersey exchange chief at Paramount, passing out the cigars several days ago. . . . And the name will be Barbara Ellen. . . . It's a boy at the Sam Cocalis' and don't say the inde exhibitor leader isn't proud. . . . Jack Bellman is distributing "Evolution," an inde three reeler.

ARTHUR GREENBLATT and Dave Rosengarten are busy lining up pictures for the current season. . . . They're rapidly getting a group together. . . . Heading with "Isle of Paradise," which is playing around. . . . United Artists has a social club in the exchange now, with Moe Streimer as the honorary president. . . . Harry H. Buxbaum has plenty to be proud of these Saturdays now that Harry, Jr., is leading the way for Lawrence High. . . . He'll be in a Fox football show any season now. . . . It's father Arthur Levy, of Powers, now that the 8-pound girl has made her appearance.

FIRST DIVISION, as usual, is busy as ever. . . . Mike Thomas is almost recovered from his illness. . . . He looks better, anyway. . . . Julie Chapman commutes between the home office and the 630 branch. . . . Morris Epstein can't go fishing so he spends his time lining up the circuits. . . . Down at

## "Madison Square Garden"

Charlie Rogers scores ten strike No. 2 with "Madison Square Garden," a man's picture with that certain something the box office always can use. Different, packed with thrills, it rates a cast that included Jack Oakie, Tom Meighan, Marian Nixon, Warren Hymer, William Collier, Sr., Zazu Pitts, William Boyd, Lew Cody and others. Many old-timers, Jack Johnson, Mike Donlin, Jack Sharkey and loads of sports writers are also current.

The picture is an exploitation natural.

And credit Paramount.

—J. E.

## All Eyes and Ears Awaiting New Announcement of Nation-wide Protest Meeting — Exclusive Fight Grows Everywhere

Meeting of the legislative committee of the combined M. P. T. O. A.-Allied, as an aftermath of the Chicago conference, is scheduled this week at Chicago. There was a probability of Washington being chosen, at this writing, but the Windy City will probably get the matter.

The contract committee will also meet at this time.

Since the original Chicago conference, it is believed that the work at the city has gained further support. The M. P. T. O. of the Philadelphia district has already okayed the plan. Connecticut is believed in line, and others may follow.

Plans are now being laid for three national protest meetings to be held in the east, the middle west and the far west, in place of one gigantic session.

Already in various parts of the country protests against exclusive runs have resulted, with air campaigns started in Philadelphia, Dayton and other spots, a test case in Connecticut, threat of legislation in Pennsylvania, speeches in Syracuse and trailer campaigns in other spots. That these have reached the ears of the distributors is no secret, and it is believed that the exclusive idea will not spread as quickly as it has.

## Amusement Supply Moves

Amusement Supply Company has moved to larger quarters at 341 West 44th Street.

During the six years it has been in business the company has become one of the largest independent equipment houses in the east.

One of the recent lines added is the new Sterling High Intensity Reflector Arc Lamp, manufactured by the Imperial Electric and Manufacturing Company.

## Star, Hudson, Opens

Star Theatre, Hudson, damaged in a fire a few months ago, has reopened after being virtually rebuilt. The old stage has been done away with to provide for larger seating capacity.

## Bratter, Pollak Add

Bratter and Pollak are adding another house.

Park, West New York, N. J., is the latest addition.

## Daylight Excess Hit

A prominent Hudson River theatreman, noting in NEW YORK STATE EXHIBITOR the fight in Utica for a reduced period of daylight saving, expresses the conviction that the issue ought to be taken up in every city. He says some of the leading newspapers favor shortening time-saving to the period between Memorial Day and Labor Day and believes the public would be favorable.

## Steinman Takes Three Brooklyn Possessions

### Terminal, New Atlantic, National Pass

Charles Steinman is now managing a string of Brooklyn theatres.

Formerly Brandt and Steinman houses, the Terminal (Terminal Associates, Inc.), and the New Atlantic (Dean Amusement Company) pass from Randforce to Steinman. Fox had them before Randforce.

The National (Degrow Amusement Corp.) is also in Steinman's hands.

It was formerly a Dave Kaiserstein possession.

Eisenstadt and Horowitz are interested with Steinman. They are the former owners of the properties.

## Simmons With Monogram

Ray Johnston, president, Monogram, announces that Mike Simmons, well-known publicist and screen writer, has joined his company as director of advertising and publicity.

Simmons will also concern himself with analysis and preparation for screen stories.

Capital, Herman Gluckman, enthusing over "The Crusader," thinks "Betrayal" will be even better. . . . It has a swell cast. . . . And "Rasputin" is doing a good business in plenty of spots. . . . Amusement Supply is now comfortably located in its new 44th Street address.

OVER AT PARAMOUNT, Earle Sweigert, Henry Randel and Henry Seigel are way up in the present drive. . . . Columbian Phil Myer enthuses over "Washington Merry-Go-Round," and with good reason. . . . Today, of course, is a holiday along the street. . . . It should be deserted. . . . Radioites Bob Wolff and Frank Drum think "A Bill of Divorcement" the best ever. . . . While World Wide exchange chief Ed Schnitzer, completely recovered, wants a vacation, but won't get it because he is too busy selling Educational and World Wide to the local industry.

THOSE COMPLAINTS about shortage of product and the chains corraling everything are still around, and probably justified. . . . Spill it all when the protest meeting rolls around soon.



# WASHIN

# MERRY-GO

## RIPS THE LID OFF

*in the midst of the most important*

## POLITICAL CAMPAIGN

*since the Civil War!*

Oct10'32 pg. 10

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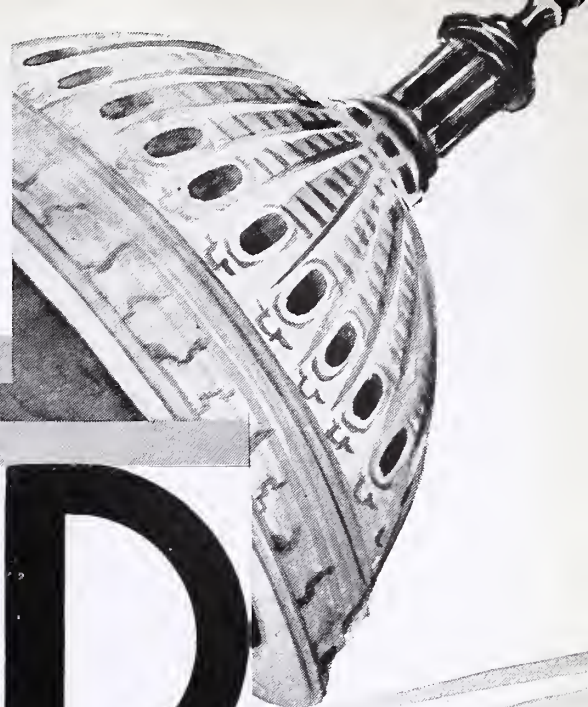
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**LEE TRACY**  
**CONSTANCE CUMMINGS**  
Alan Dinehart — Walter Connolly  
*Directed by James Cruze*

## THE DARING THUNDERING EPIC OF AMERICA

**Timely!                      Sensational!                      Smashing!**



**Just what you and your patrons are crying for!  
A terrific blast of dynamite that will rock the nation!  
A tremendous story that's on everybody's tongue —  
timed to the heart-beat of 120,000,000 Americans!**

**"OUT AND OUT CLEAN-UP"** says Variety

**"EXHIBITORS CAN CASH IN HEAVILY"** says Hollywood Reporter

*Columbia*

**TO GIVE YOU**



Oct10'32 pg. 11

# OFFICE MAGNET OF THE YEAR!



## Heard In

## NEWARK

Bob Reappears and Many  
Congrats

By Bob

LOCAL MOVIE MANAGERS unsuccessfully approach publishers for a rate cut on amusements. . . . "Star Eagle," however, offers a general 5 per cent discount. . . . "Newark Ledger" is beginning to feature the reviews of Jerry Kurtz, cinema critic, whose light has been hidden under a bushel for far too long. . . . Terminal, former Fox grind house in downtown area, has reopened with first-run product. . . . Showhouse, still operated by Skouras Freres, has been pretty well remodeled. . . . Edgar Wallach engaged again as manager. . . . "Slim Saul" Ullman again cops Warner cup for managers. . . . Shubert Theatre, legitimate house for nine years, goes vaude-pix. . . . Offering eight acts, house is only one in town presenting "flesh." . . . Other movie theatres had signed agreement months ago to banish stage shows. . . . Predicted now, however, that agreement will soon be a scrap of paper. . . . Sanford, Warner suburban, to take on tab shows. . . . Leo Arrands, who formerly held sway in the Loew pit here, got tired of waiting for the return of vaude and is now doing a two-man piano act with Ed Wynn. . . . Mosque will reopen with second-run films. . . . House, operated by Warners, is town's greatest white elephant with the exception of the Rialto, which was finally turned back to the Shuberts.

ELIZABETH PERKINS, "Star-Eagle" picture critic, and Robert C. Ring, who holds similar job on "Sunday Call," were married, but not to each other.

RING WAS GUEST of honor at bachelor dinner. . . . Edmund Lowe was present and said he was happy to be there because the critic had always been kind to the profession. . . . This created the laugh of the evening. . . . Some one should have tipped the Hollywood lad to the fact that the "Call" reviewer has a worse reputation than Hannan Swaffer. . . . Major "Skip" Weshner—on hand without his uniform—Harry Kalmine, local Warner boss; Bill Phillips, Loew's, and Sid Franklin, Little, almost choked.

"BIRD OF PARADISE" remained two weeks at RKO Proctor's and "Blonde Venus" enjoyed similar experience at Paramount-Newark. . . . Five-piece Hawaiian band used as ballyhoo by Proctor's. . . . The theatre exploitation man also had a "hot" hip weaver out front. . . . Little Theatre doing great with "Isle of Paradise," getting well over two gees on the first week. . . . This is no little achievement when one realizes that the sure-seater had played "Balinese Love," and that but a few weeks before. . . . Little has switched its opening date from Saturday to Thursday, doing so when it yanked out "Brandt Der Oper," which burnt out early. . . . German films are poison to this house, which got its real start presenting the Teutonic flickers. . . . Triple A Adams snatched "Heritage of the Desert" out of Newark booth in three days.

LITTLE THEATRE after three years of existence will finally get a marquee. . . . Stuart I. Whitmarsh, daddy of the miniature house, decided to throw in the sponge. . . . He gave up his appeal fight and is doing time in the penitentiary because of his

## No Minor Change

Charles H. Warner, Yonkers, superintendent of the Society for the Prevention of Cruelty to Children, urged children's workers to resist any attempt to change the law regulating minors attendance at moving picture theatres.

Law, passed 23 years ago, should be continued in force, he said, although it is not strictly enforced in all communities of the state.

## Heard In

## PATERSON

What Names He Might  
Have Called

By Jim

SYSTEMATIC AGITATION is being carried on to have concerts given at the Warner Theatre, Ridgewood, now dark on Sundays. . . . There has been a loud call for a sponsor. . . . Robert P. Florio and Mrs. Florio, nee Scarmazzo, who were married at the Rivoli Theatre, J. Edward Helwig, manager, are frequent patrons of the scene of their marriage.

MOTION PICTURE CLUB, formed under the auspices of Joseph Lefkowitz, manager of the Regent, is flourishing. . . . It is composed of young men and women with the intention of studying photoplays. . . . While on a fishing trip, James Malone claims he caught a pickerel so large it dragged him out of the boat. . . . Frank Hall, Fabian, opines the fish bait must have been of an unusually strong brand. . . . Miss Emily Helwig, who holds forth at the Fabian, insists that it is going to be a very severe winter with zero temperatures frequent.

SAMUEL GREENSPAN, Plaza, says the only thing about the election that interests him is how to get the voter into the theatre. . . . James Robinson says if you are interested in psychology, the place to study it is in the lobby of the Fabian. . . . Frank Hall denies it was a flying trip he took to Philadelphia. . . . Arthur McCann, Fabian, has been suffering for a cold. . . . Meyer Phillips, Regent, denies that he is married. . . . Frank Larrabee feels a direct responsibility for the well-being of everything at the Fabian. . . . Miss Josephine Hynie claims that there is not enough news about the Fabian in this intellectual columnar feast. . . . We hope Miss Hynie is satisfied this time. . . . Anything to please the ladies. . . . Frank Plowman, also Fabian, nourishes a yen to start a chicken ranch—the feathered variety.

glibness in talking local folk out of money. . . . Sam Kopp, local boy who formerly represented theatrical sheet at Saratoga and Palm Beach—in season—now press agent for Morton Downey. . . . Al Bannon, manager, Court, finally had to yell "cop." . . . The "boys" dropped a few stench bombs in the place. . . . De Luxe, small neighborhood house, after some debating, is now hiring union crank twirlers. . . . Orpheum, Washington Street race house, switched from units to six acts of Negro vaudeville. . . . Shelton Brooks, who had quite a rep as song writer, is the m. c.

## Heard In

## HUDSON COUNTY

Rabbit Farms and Thick  
Steaks

By Ike

BOB DEITCH has returned to the Stanley ad department. . . . Shorty Irving's hobby is a rabbit farm. . . . Bill Colgan will soon say yes at the altar. . . . Pat Tauhey vacationed in the Catskills. . . . Ethel Oxley a recent visitor to Pennsylvania. . . . Loew's observed its third anniversary. . . . John Comerford drove 1,100 miles in 2½ days. . . . Tom Walkden likes a big, juicy steak smothered in you know what. . . . (So do we). . . . Arthur Henderson the latest member of Loew's pipe club.

MORE SHIFTS in Skouras Jersey managers: Edgar Wallace from Rockland, Nyack, to Terminal, Newark. . . . J. Michaelson from Pompton Lakes to assistant manager at Terminal. . . . E. D. Ardavany, recently with Warner's, to Pascack, Westwood. . . . Jack Keale and Joe Corris attended the annual meeting of the Press Club. . . . Charlie Carroll is now at the New York Academy of Music. . . . John Maloney has a new oxford gray suit. . . . Alice Kocik looked stunning in a Russian blouse. . . . Bill Colgan has been put in charge of the Stanley lamp room. . . . Who is she, Dave Friedlander? . . . Al Mann and the Mrs. saw Broadway shows during Al's vacation. . . . John Davis' girl friend returned from a two-months' trip abroad. . . . Margaret Keith's hobby is dancing. . . . Shorty Irving has worn the same sweater for three years. . . . Josie Monte Carlo is now broadcasting every Wednesday. . . . Mickey Kippel likes peanut brittle.

PAT TAUHEY is very prompt for work. . . . Betty Macguffog plans to move to Jersey City. . . . Maurie Rose attended the first game of the World Series. . . . Maurice Hatoff was noted smoking an extra big cheroot. . . . Al Under, now managing an Elizabeth house for Skouras, still lives in Jersey City. . . . Pete Finnerty has closed his sailing schedule for the year. . . . A. Petch has made several innovations in Loew service. . . . Larry Barr is trying to think up a name for his police dog. . . . Benny Teagues had a heavy cold. . . . William J. Schoonmaker received a fracture of the left ankle when he fell from a ladder while working on the Stanley stage. . . . Maurie Stahl, Skouras district manager, is now living in J. C. . . . Herman Starr has been transferred to Wisconsin as Skouras supervisor. . . . George Freeman is putting on regular weekly radio programs with Loew's performers.

EMMETT DUGAN has taken to smoking cigars. . . . Tom Kenah, Stanley usher, is the nephew of Mayor John F. Kenah, Elizabeth. . . . Dan Weinberg has been made assistant to Maurie Stahl and is handling the bookings of all Skouras Jersey theatres. . . . Larry Kent, formerly with Paramount, has been appointed supervisor of Skouras' Bergen County theatres. . . . Skouras' neighborhood houses gave away World Series baseball tickets. . . . Faye Krull is assisting Dan Weinberg with bookings.

## Newburgh House Opens

New State Theatre, Newburgh (independent), opened the middle of the month, after summer closing, with benefit performances for a local lodge of Masons.



**Patriotics**

Washington Theatre, Dobbs Ferry, has reopened after being closed for two years. Pictures will be restricted to those of a patriotic nature.

**Heard In**

**UNION COUNTY**

Kelly Shifts — Illustrated Song Singer In

By J. Mcl.

GEORGE KELLY, manager, Ritz, Elizabeth, has been transferred to Hackensack, where he will take charge of the Oritani Theatre. . . . His place has been taken by Dave Behler, Mosque, Newark, and theatres in New York and Philadelphia. . . . Clown Night, wherein the various vaudeville acts collaborate to make it one big show, observed each Monday, is proving a huge success at the Ritz. . . . Charley Unger is the new manager at the Liberty, Elizabeth, where vaudeville has been resumed.

ALTHOUGH THE TOWNSHIP of Scotch Plains has 3,000 inhabitants there is no theatre there. . . . Residents are agitating for one. . . . Strand, Plainfield, has reopened after the summer lay-off. . . . Many personages of the theatre attended the recent outing of the Weislogel Association, named after Lou Weislogel, stage manager, Ritz. . . . Fire of undetermined origin threatened the Summit playhouse shortly after an evening performance. . . . A boy has augmented the family of John Bechtle, Ritz electrician. . . . "Peaches" Browning packed 'em in when she played Elizabeth. . . . "Back Street" was retained an entire week at the Regent, Elizabeth. . . . John Martinson, stage hand, has moved from the Liberty to the Ritz to take the place of the aged Peter "Pop" Bang, retired. . . . An illustrated song singer is pleasnig at the Roselle Park Theatre.

**Heard In**

**PASSAIC**

Foreigns Coming Into Their Own

By Eye-Ess

RICHARD MULHALL, brother of Jack Mulhall, has been appointed manager of the Passaic store of a piano company. . . . Tony Canzoneri, lightweight champion, made a personal appearance at the Ritz Theatre, Garfield. . . . He is a good friend of Dick Ettelson. . . . Acting Mayor William Whitehead and other city officials joined in welcome. . . . Abraham Cohen, who operated a movie house in Passaic Street in the early days of the motion picture industry, dropped dead recently.

SIX WARNER BROTHERS OFFICIALS visited the Montauk and Capital Theatres last week. . . . Playhouse is still dark. . . . In the visiting party were I. J. Hoffman, Harry M. Kalmine, Mort Blumenstock, Frank Damis, Harry Goldberg and Charles L. Dooley. . . . Local friends of Belle Bennett were grieved to hear of her serious illness. . . . Jack La Rue, Garfield

movie player, was a bodyguard to the gang chief that tried to rub out Lee Tracy in "Blessed Event" at the Montauk. . . . "Break-in Nite" is a new feature at the Ritz in Garfield and draws well.

DID YOU EVER GO to a movie and, after seating yourself comfortably, find yourself disturbed with thoughts about forgetting to turn off the steam or water or pull out the electric iron plug? . . . Plumbing Inspector Bill Wilson and Mrs. Wilson did just that last week and sent in a hurry

call to police headquarters to rush to their Lyndhurst home to investigate. . . . Coppers arrived just in time. . . . Strand, Clifton (Pashman Brothers), is still concentrating on Hungarian and German talkies. . . . Rialto, Max Hecht reports, will put on midnight German talkies once a week. . . . New sets of china are being given the lady patrons of the Palace and Rialto Theatres (Harry Hecht). . . . Rialto will go on a first-run schedule in a few weeks. . . . Garry Voorman, Montauk, reports "Grand Hotel" a hit in Passaic.

**GET THE INSIDE DOPE ON EXHIBITORY TRAILERS**

You buy fixtures, lighting, interior furnishings to make your theatre pay, eventually. You buy Exhibitors Trailers to make it pay immediately. These sure-fire, better trailers, built by the field's leading expert in sound, idea and production . . . cost you less and bring you more.

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 203 WEST 146TH STREET DALLAS  
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## Double-Feature Managers

Who is the manager of the Ritz, Syracuse?

So far the count goes to Vic Frank, who can point to two afternoon papers to bear out his assertion that he is entitled to the managerial chair. But Al, brother of Nate Robbins, owner, has the authority of the "Morning Post Standard" that he has that honor and dignity safely clinched in his own hands.

It all began with the announcement in both the "Herald" and "Journal" that Victor W. Frank would manage the house when it opened with a combination flesh and film policy on October 1. The next morning put a different complexion on the case, however, when the morning sheet asserted that Nate had returned from New York and appointed his brother Al as manager.

Both are functioning at present.

## Heard In

**NEWBURGH**  
Ad Films Banned by One House

IN CONJUNCTION with local merchants, Broadway (Publix), Newburgh, is running a weekly contest, using coupons. . . . Academy (Publix) opened for one night on Saturday for a stage show. . . . Strand, third run, is dishing them up double. . . . Park bans any picture containing advertising even if only incidental.

WHEN A MAN presented a crisp \$10 bill for a ticket at the box office of the State Theatre, Middletown, the girl cashier did not like its looks. . . . Man insisted it was all right, and said if it proved otherwise, he would "make good." . . . He went into the theatre and the cashier called Manager Hathaway, who pronounced the bill a counterfeit. . . . Man was finally located, and made good on the bill.

HUDSON RIVER MANAGERS report that with the end of daylight saving there was a noticeable pick-up in patronage, this ranging from 15 to as high as 35 per cent. . . . State, Middletown, has resumed stage offerings with feature pictures. . . . George Marshall, employed to play an ape in a publicity stunt for the Stratford, Poughkeepsie, in connection with the showing of a motion picture, fell from a log back of the theatre and landed on his left hand, severely injuring it. . . . A referee in workers' compensation has awarded him \$563.

## "Betrayal" Nearly Ready

"Betrayal," newest Majestic release, distributed here by Capital, has a cast that contains such names as Mary Brian, Skeets Gallagher, Theodore Von Eltz, Lew Cody, Louise Fazenda, Hedda Hopper, Purnell Pratt, Mischa Auer and others. It will be in soon. "The Crusader," "Hearts of Humanity" and "The Phantom Express" are other Majestic releases current.

## "Goon-Goon" Repeats Screen History

"Goon-Goon," First Division's record-breaker, is repeating history. Every once in a while a picture comes along unheralded and unsung and proceeds to clean up. "Goon-Goon," aided by a great campaign, is doing just that, going into its fourth week at the RKO Cameo, Broadway, and maybe longer.

RKO has set it in for key-city runs at Syracuse, Albany and Rochester. Ballyhoo did it, and ballyhoo will probably do the same everywhere.

## Michael Unit Joins National M. P. T. O. A. Body

### Buffalo Exhibitor Organization Finally in Fold

Motion Picture Theatre Owners, state of New York, Buffalo zone, have decided to affiliate with the Motion Picture Theatre Owners of America.

This move was brought about by a realization on the part of the exhibitor organization of the need for active participation in the national affairs of exhibitor units as provided for under the new organization plan of the M. P. T. O. A.

Jules Michael, president, states that they intend to work with the national organization to secure a standard form of exhibition contract for optional use, with a reasonable selective buying privilege and a possible return of practical arbitration to dispose of contract disputes and controversies.

### Favors Arbitration

The M. P. T. O. also favors local negotiations between the interested parties to eliminate protection abuses and to limit protection within bounds that can be agreed upon by the parties in interest as fair and reasonable.

It does not favor bringing in a political bureau or commission with arbitrary authority to interfere with the business operation of the industry.

## Heard In

**ELMIRA**  
Colonial Vaude and Oldham Back

By Jay

COLONIAL added vaudeville October 3, with first-run pictures. . . . Vaudeville will be shown three times a day. . . . G. B. Oldham, who was affiliated with Elmira theatres several years ago, has returned to manage the Colonial under its new policy. . . . He will also act as publicity director for both the Colonial and Capitol Theatres.

KEENEY, heretofore Elmira's only vaudeville house, which went to straight pictures for the summer, has not perfected plans for the return of vaudeville, says Manager Harry Watts. . . . R. W. Savage, manager, Fox Theatre, Corning, has been transferred to another Skouras Brothers house. . . . He has been succeeded at the Fox by Walter Smith. . . . Job A. Morley has assumed the management of the New Morley Theatre, Athens, Pa., replacing Nathan I. Meltzer, Syracuse.

## Bellman Takes "Evolution"

"Evolution," interesting three-reel feature that presents the theory of evolution in an entertaining and instructive way, has been acquired by Jack Bellman, Hollywood Pictures, for distribution in New York state, including Buffalo.

"Evolution" brought forth a great deal of favorable comment when shown on the screens of various theatres in the Loew circuit. The novelty will be handled from the Hollywood exchange by a special sales representative.

## Mayor Donnelley Utica Operator Tiff Judge

### Kallett Dispute Will Be Settled By City Official

New ordinance passed by the Utica Common Council has gone to arbitration.

Whether the Uptown Theatre staff must include a maintenance man in addition to four experienced projectionists is the question at stake, and Charles S. Donnelley, mayor, has been agreed upon as arbiter.

Michael Kallet, operator of the movie house, contends he has complied with regulations by engaging four operators and that the fifth man is unnecessary. The union holds otherwise.

Action will be postponed for 15 days, pending further investigation, when another meeting will be held with the mayor.

### Sobel Found Guilty

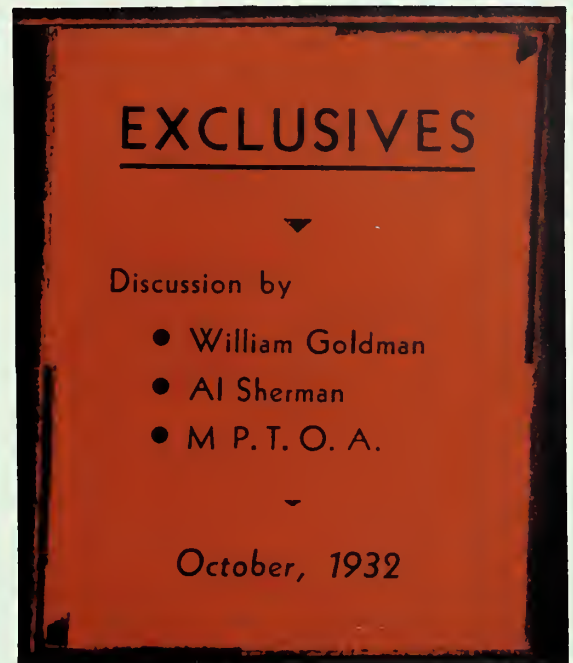
Charged with setting fire to the Arcade Theatre, Camden, Eli Sobel, former moving picture operator there and resident of Rome, was found guilty by a jury in County Court. Sobel was indicted for attempted arson, first degree, and it was upon this charge that the jury convicted him after a deliberation of 90 minutes.

### FD Runs Aplenty

First Division exchange reports plenty of runs with "Monte Carlo Madness," "The Ringer" and "Condemned to Death," all available now to circuits and indes.

"The King Murder," by Charles Reed Jones; "Beauty Parlor" and "Thrill of Youth," from Chesterfield, are also available.





A MONTHLY FEATURE  
OF  
EMANUEL - GOODWIN PUBLICATIONS

## Rumors, Just Rumors

SEVERAL WEEKS AGO a motion picture executive, who shall be nameless, came to me and complained:

"It's a damned shame, Al, that the trade papers run so much gossip. Why don't they check up on their stories?"

IT WOULD HAVE BEEN A LONG TALE and a most disheartening one trying to explain to my friend that many motion picture executives are to blame for whatever gossip fills the pages of many of the leading motion picture trade papers.

I KNOW from my own experience that every effort is made to check on any story heard or whispered up and down the whispering gallery that is Broadway and Film Row. Given a report that the Super-Super-Super Films, Inc., is about to merge with the Extra-Super-Super Films, the careful reporter tries to learn the facts from executives of both companies. And, in nine cases out of ten, the executives will smile blandly and deny that such a merger is even under consideration—while all the time contracts for the deal repose in their desks.

IF THE CAREFUL REPORTER, with denials ringing in his ears, decides to forget

the story, he promptly is told where he gets off when, two or three weeks later, the companies announce their merger "for the betterment of the industry." After three or four such experiences, the careful reporter becomes less careful in taking denials at face value—and more careful about printing the story.



AL SHERMAN

## And Just Why They Are, Is Explained

By AL SHERMAN

Motion Picture Editor  
"The Morning Telegraph"

MOTION PICTURE PRODUCERS should learn to take trade paper reporters into their confidence. Most of the lads who scurry around hunting for news know the film field backward and forward—and, also, sideways. They are aware of what's going on and best able to aid the film executive maintaining that closer contact between exhibitor and producer so necessary to the producer's financial welfare.

INSTEAD OF DELIBERATELY LYING to the trade newshound, it would be much wiser if the film executive refused to answer the question—leaving the reporter to form his own conclusions (thus bearing the brunt of an erroneous article himself) or taking the lad into his confidence and giving him the necessary facts, either "off-the-record" or for publication. It's a strange, but true, fact that most reporters worthy of their salt will not violate a confidence if they feel that their confidant has been honest with them.

I'LL NEVER FORGET one experience I had while digging news for "The Morn-  
(Continued on page "H")



# THE CASE AGAINST EXCLUSIVES

## WHY EXCLUSIVES?

Those favoring exclusives declare that the present method of motion picture distribution is unsound.

They say:

a. It is silly to sell good, bad and indifferent product at the same box office scales:

b. It is just as absurd to sell Class A pictures at 10-15 cents.

They hold that:

a. Audiences can be educated to understand and appreciate the exclusive run, much on the same order that the legitimate stage has fashioned a distinctive audience for itself.

b. The exclusive run is not destined to drive out any house from the business; rather, to benefit all theatres, through classification.

## WHAT IS AN EXCLUSIVE?

An exclusive run is a run confined to one house in a special locality, with that theatre advertising that the pictures included will never be shown in any other theatre in that city at any time. It seeks to bring to the theatre, during the single run, all the patronage that would have been given the film in its subsequent runs in any particular locality.

## HISTORY OF EXCLUSIVES

The first exclusive run, as such, was exhibited at the Loew Parkway, Wilmington, Delaware, during the season of 1931-1932. Upon Loew taking over a house off the beaten path, an exclusive policy was decided upon and the line—"not to be shown again in Wilmington this season"—instituted in all advertising. Institution of the policy was first brought to the attention of the trade in general by THE EXHIBITOR, an Emanuel-Goodwin publication.

THE IMMEDIATE RESULT of the exclusive run has been a demand, by combined leaders of the M. P. T. O. A. and Allied, for governmental control of the industry, a radical step, and one never dreamed of by the distributors when the policy was first inaugurated. To date, Metro, United Artists and Paramount have sanctioned sales of their product with an exclusive run policy, with both chains and independents taking the product on these terms. There is no way to gauge whether or not the distributors' rentals from the exclusive runs will be more than those included in a first and subsequent runs, because of the fact that thus far most of the exclusive pictures have been "hit" pictures or good grossers. In several instances, the exclusive run exhibitor guarantees the distributors the rental he would get ordinarily, from a subsequent run, also. As far as the selling policy of other companies has been affected, it is indicated that at least one organization has instructed its salesmen to get the benefit of the exclusive system, namely, that theatres, deprived of product through the new idea, should pay more for whatever film they now can buy.

THE DISTRIBUTORS forget that the motion picture industry has been built upon attendance of the masses, ability of the moviegoers to see their favorites at prices they are able to pay. Star popularity has not been built up by the moviegoers of the higher-priced admission houses, but by all the runs combined. Exclusive runs would provide a death blow at the nature of the business itself. It would cause the death of the star system, it would prevent building of new stars, it would cause an appalling lack of interest in the films by the newer generations who must be the moviegoers of tomorrow.

Here is what the distributor is trying to argue himself into believing:

Take an example of how exclusives affect the picture.

In Harrisburg, Pennsylvania, Loew's Regent is the exclusive run. This policy will have the effect of eliminating about seven subsequent runs who ordinarily play Metro product. On a fair price basis, it is estimated that the exchange serving Harrisburg territory will be deprived of \$12,500 revenue, meaning, also, that the Regent will have to do \$50,000 more business a year in order that the return for the exchange be realized, on a basis of 25 per cent.

IF THE PRODUCER feels he must get more money for a picture because of its investment, he always has recourse to the road show clause, as in the past. Occasionally a picture can be ballyhooed and sold for \$2, and if it clicks the producer is out of the red—but making road shows practically of 52 pictures hardly needs comment as to its impossibility.

WILL HAYS, the producers' so-called czar, is said to be apprehensive of exclusive selling, fearing a federal investigation. This may prove the proper attitude—but lengthy—yet it would seem a well-directed campaign to the public via the screen may be more effective—and quicker. This should be taken up with legislators. Some producers have already taken away from the exhibitors the privilege of designating days of the week pictures should be played by inserting this clause in the contract and minimizing his chances of error by reserving the right to designate what pictures

should be played and at what price, changing his mind, of course, after a so-called hit made a bust of itself at the box office.

With most of the advantages in favor of the producer, he still seeks ways and means to drive out the fellows who made him what he is today.

ANOTHER ANGLE which has cropped up is the salesman's racket, derived from the exclusive. For many visits in a row, the salesman, instructed by the exchange, drops in to see the exhibitor, insists he can't sell because of the exclusive system, but that the exchange manager is doing his best to get the product okay from the home office. This keeps on for a while, until finally, the salesman arrives, conveys the "good news" that after a struggle, permission to sell the account has been given by the home office—at a price many times over a normal figure. Usually, the exhibitor, because of the panicky fear that has been instilled, and his lack of knowledge in connection with the workings of the racket, buys, practically gives away his business and learns to regret his folly.

THE GENERAL PUBLIC, mostly affected by the exclusive run, has yet to realize the full danger that this distribution development brings with it. Exclusive runs raise the cost of theatre attendance, deprive audiences of the entertainment to which they are entitled and generally work a hardship. The producer works on the theory that if the public knows it can not see its favorite actress at its neighborhood house at a cheaper admission it will through the first-run playhouse, pay across the box-office window more than its pocketbook can afford and repeat the same practice week in and week out. Through this method, the distributor figures he can save himself the cost of a large part of his selling, cut down on office staffs, print overhead, and, in general, save a lot of his weekly standard expense.

IT IS WITH THE PUBLIC that the opponents of exclusive runs intend to lay their case, with the aid of governmental interference if that be necessary. In any community, the opponents of exclusives feel that they will be able to find support.

GRANTED that the citizens of any town do not particularly care about a theatreman's headaches, but if the citizens can be shown that their pocketbooks are being taken for a ride, especially when the chains, controlled by out of towners who have no interest in the community other than to take money out of it, it can be assumed that it would not be difficult to convince the townspeople that exclusives are not quite the proper thing for their pocketbook's diet.

(Continued on page "H")

**Much of the material used in this article was included in a radio broadcast against Exclusives, September 28, over Station WLIT, Philadelphia, through the courtesy of "Pathe News" and the "Philadelphia Record", by Jay Emanuel, publisher of EMANUEL-GOODWIN PUBLICATIONS. Privilege of using data concerning Exclusives was given the writer of this article by him. Similar use may be made of this material wherever campaigns against Exclusives are adopted.**



# No—it's not "The face on the cutting-room floor!"

Our trailers are not made up of the scrap material left over after the picture has been cut. National Screen Service trailers show actual footage from the feature itself!

Those talking scenes your audiences see and hear—those little flashes from the heart of the picture that thrill your patrons with their big moments, and tease them with the promise of other thrills to come—those appetite-creating scenes you get in National Screen trailers are picked with utmost care from the entire length of the feature advertised; and picked with a purpose!

Showmanship is the guiding principal in making this choice—showmanship that will bring results at your box-office through increased ticket sales.

Trailers build business! You can prove it—check your audiences!



## National Screen Service

### Ad-Vance Trailers

A Message  
from the Makers  
of the World's  
Finest Trailers

National Screen trailers give your patrons samples of the picture—come—and give them such a way as to create a desire to see the advertised feature. Trailer cost—trivial cost in operation.

National Screen Ad-Vance Trailers are your first aid to better business.



# Selling Your Theatre To Your Community

## Introducing Some Points by Which an Effective Public Relations Program With Box Office Angles Might be Inaugurated by Every Exhibitor

IN A CERTAIN CITY of moderate size an exhibitor operates the only theatre. He knows his stuff, has a modern theatre which he has developed into a successful business enterprise. The business is still profitable, but the exhibitor is in plenty of trouble. The trouble came so suddenly that he was totally unprepared for it and doesn't know what to do to relieve the situation. Here's how it happened AND HOW IT CAN HAPPEN IN ANY COMMUNITY.

FOR MANY YEARS he had paid very little attention to the people who were not ordinarily patrons of the movies. In his mind church people, highbrows, members of women's clubs and school teachers he had thought of as local "reformers," just a harmless nuisance he had to put up with as best he could. Whenever they "tried to tell him how to run his business" or objected to his advertising or type of pictures, which was frequently, he bluntly told them to mind their own business and he would mind his. All he wanted was to be let alone.

ONE DAY A LARGE GROUP of these people, including the superintendent of schools, the public librarian, several ministers, representatives of the women's clubs and other prominent citizens called on the mayor. They explained to him that their town was noted for being a clean town, that they wanted to keep it that way for the rearing of their children, that on a recent Saturday a lurid sensational movie had been shown to their children at the local theatre and they wanted the mayor to prevent that from happening in the future. The mayor called in the chief of police and instructed him in no uncertain terms to prevent the exhibition of any pictures these people found objectionable for their children. The chief, in turn, called in the exhibitor and told him that any picture he might show in the future must be approved before showing by this public committee, otherwise the city would revoke his license to operate a theatre. And these were the very people the exhibitor had told to "mind their own business."

THIS EXHIBITOR must now screen every picture at his own expense for these local censors and must get an alternate subject and advertising, also at his own expense, with each booking to guard against a dark house if the advertised picture is not approved. The strong adult dramas that had been so popular with his former patrons cannot be shown, all pictures must be "suitable for children," but the very people in the community whose objections and activities brought this about continue to stay away from the theatre as in the past.

THE EXHIBITOR must face two questions in his community:

- (1) How can he avoid local municipal and volunteer censors? and (2) How can

he tap the potential market of non-customers that exists in every town and city?

The normal appeal of the current pictures and the usual advertising and exploitation is designed to cultivate patronage among the fans, who truly constitute a large part of the community. But they are already friends of motion pictures; by reason of neglect only the critical element is always found among the non-customers. Suppose you were in this situation and a famous advertising counsel came along and said he could guarantee to secure without cost the interest and active support of the local schools, ministers, women's clubs, public library and organized public groups in increasing attendance at your theatre, would this be worth anything to you? You may at first think this is visionary, yet *it has been done* in many communities.

ASIDE FROM THE INVOLUNTARY ABSENCE from the theatre of those habitual fans who have not the price of admission, the exhibitor will find on analyzing his own situation that the non-customers in any average neighborhood or town comprise the following classes:

- (1) Many persons of exacting taste who fail to realize that there is much that would be of interest to them in the current motion pictures.

- (2) Persons of discriminating taste who have been offended by theatrical advertising, by something in a picture actually seen, or something reported to them (sometimes inaccurately).

- (3) Children, who find the sound pictures less attractive than the old silent pictures and are not so much interested in the type of dramatic stories that lend themselves to sound production. This also involves the non-attendance of the entire family in many instances.

IN THE BONANZA DAYS before the depression when capacity attendance was the rule rather than the exception, exhibitors were very much inclined to be indifferent to the possibilities represented by these non-customers. Now such patronage is badly needed at most theatres to fill out the gaps in former attendance. Fortunately recent developments and trends within the

industry have made it easier to secure this additional business, unseen under the very nose of the exhibitor.

- (1) Much of the offensive material in advertising and in pictures, both long and short, which drove them away from the theatre, has been removed.

- (2) This season offers an unusual percentage of class pictures which will interest persons of culture and discriminating taste and a good percentage of pictures suited to the entertainment needs of the entire family.

- (3) The establishment of a previewing service by nationally organized public groups to advise their members concerning pictures of interest to them and the regular distribution of official lists of the selected pictures to their local organizations prior to release of the subjects.

As suggested above, these non-customers of the theatre are influenced very little by ordinary advertising or theatre exploitation. The exhibitor, however, can and should readily extend the necessary co-operation along proper lines when asked to do so by the local civic groups to the end that impartial, unbiased word of mouth advertising and support of selected pictures will be developed in the local community. Certain essentials are apparent, namely:

- (1) The local person who recommends the picture must have seen it or must have *in advance* information which he or she believes sufficient and authentic.

- (2) The person recommending the picture must be in a position of influence by virtue of standing, recognized good taste, connection with an important organization, social position, etc.

- (3) The person recommending the picture must be commercially disinterested.

THE PROBLEM may then be restated in terms of these groups, institutions or organizations which exist in almost every community where there is a motion picture theatre. To win the active interest of these groups or organizations a mutually acceptable formula must obviously be discovered for each of them through which the leaders and the exhibitors can successfully direct the interests of their members into channels

**Compiled by the Motion Picture Theatre Owners of America, this outline of how a theatre may be sold to each community, including all angles, should prove of value to theatremen everywhere. It is the result of a long period of research and can easily be modified as needed.**



of picture support which will show results at the box office. Having found that formula, the next question is the development of methods by which the resulting influence can be broadcasted and multiplied in the locality where each group or organization operates. The organizations which usually become interested in such a program are: Community organizations, schools, public libraries, clubs organized for cultural, social and other purposes, etc. The methods by which their influence is multiplied are:

(1) Speeches, sermons, notices on their regular bulletins, discussions at club meetings, etc.

(2) Organized telephone messages.

(3) Radio broadcasting.

(4) Newspaper accounts, including speeches, reports of club activities and especially lists of recommended pictures.

THE SUCCESSFUL FORMULA for each of these groups may be outlined as follows:

#### Organized Groups

During the war organized club women acquired a sense of real achievement in the discharge of one duty after another suggested to them by the various agencies of the government. Since the war these groups have turned their attention to civic, welfare and socially valuable pursuits. They are no longer satisfied with the trivial programs that contented them before the war days; they represent culture above the average level of the community, economic independence which provides leisure time, a yearning to help direct affairs in the town or neighborhood and a growing impression of the importance and social influence of the motion picture. Out of these ingredients can be developed either destructive and costly municipal and state censorship situations or constructive and helpful activities in motion picture matters through proper direction and the sincere co-operation of the local theatre owners and the motion picture industry. The essential basis for all the club activities that have developed is the previewing service by which groups regularly see pictures in Hollywood or New York prior to their release.

LISTS OF RECOMMENDED PICTURES are sent regularly by various groups to a total of more than 20,000 local public group leaders throughout the country. It is estimated that already in probably one-sixth of the neighborhood theatre situations in the United States helpful co-operative activities joining the local club and the theatre have been developed already.

THE ONE DISTINCTION between these forms of publicity and the average exploitation of motion pictures by the industry is the fact that this public relations exploitation always comes from a disinterested group. It takes all of the following forms:

(1) *Speeches* by club leaders, motion picture chairmen; *notices* of selected motion pictures read at club meetings; *publicity* on official bulletin boards; placed on reading tables in libraries, etc.

(2) *Telephone*. An illustration of what may be done by volunteer chain telephone exploitation of motion pictures is found in one city where 5,000 families were automatically notified by the Better Films Committee when a picture which they considered of unusual merit was playing in that city.

**Points included in this brief include increasing the theatre's patronage without additional expense, exploring the possibilities of each community, avoiding arbitrary local censorship in bookings, and making the theatre a real centre of community interest. Read the article and benefit yourself and theatre.**

(3) *Radio*. Within the last two years the various clubs who are seeking to cultivate better appreciation of the finest motion pictures have secured a powerful ally in the form of radio broadcasting.

(4) *Newspapers*. Within the past two years social-minded groups have succeeded to a slight degree in securing space in newspapers for the publication of lists of recommended pictures.

A SUCCESSFUL FORMULA for securing the co-operation of the schools approaches the matter entirely from the school teacher's point of view. It assumes that:

(1) Unless she knows something about the current entertainment programs in the neighborhood theatre, she does not know what is in the minds of her pupils, an obvious disadvantage to successful teaching.

(2) Frequently the motion picture showing at the theatre has definite usefulness in the school curriculum.

(3) The conscientious teacher is coming to see her responsibility for developing in her pupils a *discriminating* taste for motion pictures just as she has done for years in other forms of art, music, painting, etc.

SOME OF THE INFLUENCES which tend toward a hostile attitude on the part of preachers and church leaders are:

(1) Traces still existing of the Puritan conception of amusement as something pleasurable and therefore probably wrong.

(2) Exaggerated opinions of the offensive character of motion pictures, largely coming through hearsay and sensational advertising.

(3) More or less definite recognition of the motion picture theatre as a successful rival of the church particularly on Sunday evenings.

(4) The impression that the approach to the church on behalf of motion pictures is solely for the purpose of inducing favorable attitudes, disarming suspicion and seeking to get prominent church leaders to line up as it were on the side of motion pictures.

(5) Notwithstanding these obstacles definite progress is apparent. The appropriate church activities that are helpful to the box office are:

(a) Definite recommendation in church calendars, on bulletin boards or by verbal announcement from the pulpit of specific motion pictures current in the city during the following week.

(b) The use of visual aids in the church program in terms of current motion pictures. It is believed that the most valuable type of service of this sort is the use of a stereopticon lecture illustrated by lantern slides made up from the stills of a motion picture.

ON FIRST THOUGHT it would seem impossible to induce the public library in any city or town to recommend pictures that are to be shown at a motion picture theatre. The formula that has been developed with librarians is based on the theory that voluntary, disinterested recommendation would promote the library's usefulness better than anything else it could do. The modern public library is not content to be a mere repository of books which may be sought on its shelves by the prospective readers. It desires to project its activities into the community and especially to encourage habits of reading the best literature.

AFTER LONG AND PATIENT NEGOTIATION, a formula has been developed by which the American Library Association has designated a committee which serves as one of the eleven previewing committees in California. This committee sees motion pictures for the purpose of selecting those which are suitable for library co-operation. Interested public libraries are notified by mail and also by the publication of a list of pictures regularly in the official organ of the American Library Association.

THE FIRST STEP FOR AN EXHIBITOR who is interested in this type of co-operation to take is to develop in a natural way a friendly personal contact with the leaders of these groups and institutions.

(Continued on page "H")

**In the case of local censorship alone, valuable information is included in this article by the M. P. T. O. A. Many communities have had censorship problems. Through the analysis of each particular case, exhibitors should be able to solve their own difficulties to their own advantage.**



# An Expression On What's Wrong —And What's Right

By William Goldman

General Manager

Stanley-Warner Company, Philadelphia District

FOR THE PAST FOUR YEARS, you declare, you have been "listening to non-professional opinions on what's wrong with the movies and why," and you request an expression on the subject from me.

WELL, I HAVE BEEN LISTENING to probably the same character of criticism ever since I first entered the motion picture business, more than a quarter of a century ago, and I have always endeavored to give a frank and honest answer, and have attempted truthfully to explain why films are as they are and the kind they are.

But your non-professional critic is, in most cases, unwilling to accept the motion picture producer's viewpoint or that of the experienced exhibitor. He never seems to realize the fact that the making and the showing of pictures is first and last a commercial enterprise, with art incorporated where and when it can be to enhance the film's value to those who can appreciate it. I know from long experience as an exhibitor, and as one who has had intimate association with picture audiences in various parts of this country, from the days of the "nickelodeon" to the present-day de luxe theatre, that movie patrons who know art as you and I know it, when they see it, and can appreciate it, are in the minority, as is proved by the costly failure of most of the really artistic films. The producers know this, too. Their's has been a sad experience. In this connection, may I mention such genuinely fine, artistic productions as "Disraeli," "Abraham Lincoln," "Alexander Hamilton," "Outward Bound," "Tabu," "White Shadows of the South Seas," and others like them.

THERE HAVE BEEN, I'll admit, finely artistic, elevating, cultural and, at the same time, entertaining pictures which have been successful, but these have been few and, as a rule, have had the drawing power of well-known stars, combined with a corking good story, the last mentioned two elements being the biggest appeal to the masses. The average picture patron does not go to the theatre to be educated or uplifted. He goes to relax, to find recreation.

HE LIKES TO LAUGH. He can and does enjoy slapstick comedy. He goes to be thrilled, with weird mystery, with stirring, dynamic action. He likes his story characters to be virile men and lovable women. He can appreciate a good scrap, a thrilling rescue, or, on the other hand, a clever and amusing comedy situation. He doesn't care much about subtlety. There

is a large number, particularly the younger generation, who get a kick out of smart, sophisticated lines and situations.

If the majority of patrons are given these elements in their film fare, they feel their money has been wisely spent. The average man and woman, boy or girl, never cries for art, especially the kind represented with a capital "A" in the spelling. So, you see, pictures are made with the majority of patrons, the masses, in mind, and therefore, so far as the producer and exhibitor, who try to give the public what it apparently wants, is concerned, there is nothing wrong with the movies, save an occasional poor story and sometimes poor acting.

YOU STATE that you have been told that we need more comedies—less sophistication, and you want to know my answer. Here it is: The type of entertainment that is particularly needed at any given time, depends entirely upon what is the vogue at the moment.

PUBLIC TASTES AND DEMANDS in stage and screen entertainment run in cycles. The moment theatre patrons are surfeited with one type they demand a change. Thus, at one period the call will be for melodrama, which is the only one of all forms of the drama which, if good, can always find a place in any cycle, with good comedy running a close second.

However, we experience a demand for melodrama, and every good producer rushes to supply it. It is the need at that particular time. Soon we have melodramas galore and the public tires of them. We have just had an example of this in the stream of gangster pictures, and of submarine and airplane stories, all of which represented a timely need or a demand for up-to-date melodrama, and dealing with

subjects which were daily being brought to the attention of the public in newspapers and magazines. Right here, I may say, that the producers are attempting to anticipate public tastes and demands by taking their cues from the newspapers, from news and featured articles.

YOUR NEXT QUESTION IS: "Should we get out of the bedroom and into the wide-open spaces?" Well, as a matter of fact, in my opinion, we are out of the bedroom drama and comedy, as a cycle. There is less suggestiveness and sophistication in today's offerings.

AS TO GETTING OUT into the wide-open spaces, if you mean a return of westerns, the heroes, heroines, and bad men of the ranches and prairies, or of the Alaskan or Canadian wilds, I would venture the opinion that such pictures, even if exceptionally well done, would not find favor at the present, but we may look for them when their cycle of demand comes around. Massive, spectacular and well-produced pictures, like "Cimarron" will find favor at any time. Such a film is an exception.

IF YOU MEAN PLAYS dealing with farm or rural life, there is no especial interest in them shown by the public. All offerings of this type have failed dismally at the box office. Even the farmers and the ruralites have shown no interest in seeing themselves or their problems reflected on the screen, and the city-dweller has even less interest in them. Those on the farms, in the villages and out-of-the-way places, much prefer to have the opportunity, when attending the theatre, to transport themselves in spirit to the big cities, there to peep into the homes, the lives, the gathering places, of the wealthy

(Continued on page "H")

In an interview with Miss Elsie Finn, motion picture editor, THE PHILADELPHIA RECORD, William P. Goldman, general manager, Stanley-Warner Company of America, gives his ideas on what may be wrong and what may be right with the movies. He says the type of entertainment that is particularly needed at any given time depends entirely upon what is the vogue at the moment.



WE WON'T SELL YOU

# EXCLUSIVES

BECAUSE THERE ARE 4700 OTHERS WHO WANT THE SAME PRIVILEGE

**BUT - - - -**

WE'RE READY TO GIVE THE SAME FIRST RUN DAY AND DATE RELEASES TO EVERYONE

WHETHER YOU'RE A 25-CENT 400 SEATER OR A 75-CENT 5000 SEAT CITADEL, YOU'LL WANT TO KEEP IN TOUCH WITH WHAT'S GOING ON IN YOUR TERRITORY★

★Meaning, of course, either



On the 1st and 15th



On the 10th and 25th

or



On the 5th and 20th

SEND THIS IN NOW!

**Emanuel-Goodwin Publications, Inc.**  
219 NORTH BROAD STREET  
PHILADELPHIA, PA.

*Here's my Check for*

ONE YEAR'S (\$2)

THREE YEARS' (\$5)

*Subscription to my Home Town Journal*

NAME.....

THEATRE.....

ADDRESS.....



**EXCLUSIVES**

(Continued from page "B")

NO ONE CAN DENY that the 10-cent house has no place in this business, that protection of even a year is fair enough when a theatre intends to show pictures that cost the first run many thousands of dollars. No one can deny that the expensive first run must have some protection when competing with a cheaper subsequent, but who ever gave a distributor or producer the right to dictate to the millions of theatre-goers in the country what they should, what they should not see, when they should see it, what they should pay, etc.?

EXCLUSIVE RUNS are the product of the money-mad members of industry, the same gentlemen who have contributed cycles of films that have no place on the screen, who wantonly waste money in Hollywood production, who, like the ostrich, keep their head in the sand, not close to the ground.

THE EXCLUSIVE RUN is the ballyhoo prosperity cry of producers who see their castles tumbling down around them and declare that the exclusive run is an economic necessity.

THIS BUSINESS is built upon the need for good pictures, not economic developments. Because other industries have been hit by depression, no one can say that they tried to upset the very foundation on which they were built. Many gigantic minds of this industry which forged huge chains of theatres, which went money-mad in a buying orgy, are now asking the industry to believe that this new development will bring the business back to normalcy.

The independent exhibitor has never asked favors. He has operated his theatre in an effort to make a fair profit. Prosperity resulted in no orgy on his part. When depression came, he was ready. There is no reason why the independent exhibitor, almost through the trying times with at least his theatre left, should be made the goat of a system that seeks only to protect the man who does not care about the future of this business.

The exclusive run affects every theatre in this country. Success from one company will be followed by similar steps on the parts of the others. One, of course, must make the test. The others are watching.

The exclusive run leads to excessive protection, which, in turn, leads to dark houses. Advocates of the exclusive run merely predict what it will do for the industry. Opponents can already point to its effects.

WHO KNOWS but that through the exclusive run independent exhibitor organization will finally arise? Who knows but by throwing down this horrible spectre to the industry, the distributors have made possible what the independent exhibitor has sorely needed, a body that will protect his interests and demand and get a fair show-down from the producers?

**How about the weak sisters? Will the exclusive run provide more revenue for the distributor when it applies to the lesser picture fare?**

**RUMORS**

(Continued from page "A")

ing Telegraph." I learned that a certain film star was about to leave the company that had fostered her career to go to work for another producing firm. I printed the story, after I was unable to secure further details from the second company. My informant was a man to be trusted and, on the basis of that trust, I went ahead with my yarn.

A DAY AFTER THE STORY appeared in print, I received a letter from an executive of the company hiring the actress. He complained about my story and then asked for a retraction, denying that they even considered placing the actress under contract. Of course, I printed a denial only to learn, three weeks later, that the actress had been hired and I was forced to the dubious satisfaction of printing my original story, the executive's letter of denial and his official announcement. If my story was untrue, then the executive had a perfect right to deny it and order a retraction. But if, as was the case, the story was true, then he had no right to order a retraction. And I know you won't blame me if I never believe that particular film executive again.

IT'S SUCH INSTANCES, multiplied many times, that make it necessary for film trade papers to treat gossip with the same consideration they accord a serious and well-worded statement from a film company's publicity offices.

IT'S UNFORTUNATE that such a condition must exist. Because, frankly, there's no necessity for it. Producers can be honest with trade-paper reporters and I'm certain that the newshounds, once they discover this honesty, will go out of their way to print only such news as warrants printing—rather than running to wild and woolly gossip because some film executive can't decide between an honest denial and a misleading ambiguity.

**COMMUNITY**

(Continued from page "E")

THE HEART OF THE AGITATION for censorship is the "protect-the-children" idea. No one is particularly concerned, not even the most rabid advocate of censorship, with any effect motion pictures may have on the "morals" of adults. To level down all motion pictures so that they are suitable for and understood by the 8- or 10-year-old mind would strangle the business to death. Unfortunately many of the motion pictures of wide popular appeal and greatest box office drawing power are made from dramatic material that cannot be adapted to children's suitability without losing all of its virility and punch. They are not offensive to adults, on the contrary are thrilling dramatic entertainment. The minimum base line of good taste maintained by the producers is necessarily fixed for adult production. But, of course, there is a good supply of suitable pictures for family night programs.

ORGANIZED CO-OPERATION between the exhibitor and the leaders in the community who normally set the standards of living, taste and fashion, can establish such discrimination and selection in screen entertainment in a most effective way, removing all of the irritation and controversy that inspires these angry demonstrations against the theatre and deprives the exhibitor of the very box office attractions that enables him to stay in business and retain the patronage of his regular customers.

**WHAT'S WRONG**

(Continued from page "F")

class on the one hand, or the criminal class on the other, and of which they know little, except what they read in the newspapers and magazines. There is a glamour about it all for them that their own people and locales can not supply. So you must bear in mind what I said, that pictures, for the greater part, are produced for the masses, and the masses include the ruralites.

YOU SAY that it has been suggested that "films be made to have special appeal to special groups." That would be an ideal arrangement, but it does not seem practical, at the present time, at least. It may seem strange to you when I say there are not at this time a sufficient number of persons in the special group that would appreciate a fine, artistic picture, to warrant the expenditure in a production that might be expected to appeal to their superior tastes alone.

NO, THE MOTION PICTURE BUSINESS from its beginning has had to depend on the masses. Its success still depends on the masses, and any attempts, in any big or broad way, to ignore them, only leads to the closing of the doors. More than 50,000,000 people attend motion picture theatres each week, and even that number is not sufficient to make anything like a real profit for either the producers or exhibitors. Any picture that is good in story, cast, acting, but not too high-brow or artistic, finds popularity if it happens to be the type that is the vogue, or can stand on its merits as good entertainment for the masses. A good story, without big names, but good acting, may build the picture into a success and make a star of an unknown.

MORE STARS have been developed out of good picture stories, than great stars have developed poor stories into picture success.

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# BETTER MANAGEMENT

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## Rochester Nabes Slipping

Many Rochester neighborhood theatres can learn something from main stem houses, in the opinion of one theatremen who has worked in both. Matter of cleanliness is cited as inexpensive, yet often overlooked, with the result that many patrons are lost.

Further opining that neighborhoods have an excellent opportunity to build a friendly feeling with patrons.

## "Goona-Goon" Plugs Help Record Business

With "Goon-Goon," from First Division, breaking Cameo records, credit must be given to the tremendous campaign which aided the show.

Besides the tons of "Goon-Goon" powder that were given away, many 16 mm. machines placed in prominent windows on Broadway helped attract interest.

The show, in its fourth Broadway week, was aided by the motion picture machines in front of the theatre as well. Also, numerous tie-ups with Broadway drug stores, in which "Goon-Goon" powder was stressed, helped attract attention.

In addition, Broadway columnists used "Goon-Goon" in their columns.

Two campaigns stressing all the angles possible are available to those playing the picture.

And the kick in the whole business comes from the fact that the cost of the campaign was kept to a minimum, far less than those of other major distributors. Whoever arranged the whole affair deserves a great big hand.

## High Team Guests

Manager Thoms, Strand, Port Jervis, had as guests the members of the squad of the high school football team at the showing of a Wheeler-Woolsey picture which contains scenes from a grid battle at Sing Sing prison in which the boys took part.

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**ATTRACTIVE RATES**

## Weshner's Trip

Dave (Skip) Weshner, Warner theatres executive, instituted a week's advance campaign for the four-day showing of "Life Begins" at the Winter Garden Theatre, Jamestown.

In addition to his work in Jamestown, Weshner covered Dunkirk, Olean, Batavia, Elmira, Modina and Wellsville, all in New York, where he discovered that theatre advertising was 50 per cent better than it has been in the past, with exhibitors realizing that they must get the maximum return for the pictures they are playing. He found, he says, a definite intelligence behind the advertising and selling of pictures.

Manager Clinton C. Young, Schine's Geneva theatre, is trying five-act RKO vaudeville as added attraction two days.

## Corcoran Tours

Eddie Corcoran, one of the east's smartest exploiteers, has been in Buffalo, Rochester, Syracuse and other spots boosting "Movie Crazy" via a special campaign.

In the form of a special bulletin, he is giving theatres assistance on how to sell the Lloyd comedy.

## S. R. O. Signal

Warner Brothers have begun distribution of S. R. O. signs in two colors and on heavy board 7½ by 10 inches in dimensions. Copy on the signs, which are fully equipped with string for hanging on the box office, reads, "Standing Room Only—of course, it's a Warner Brothers' Hit."

## Publix Ranger Unit

Publix has installed Buck Jones Rangers Clubs wherever feasible in an effort to rehabilitate juvenile matinee attendance and stimulate local community interest.

First Publix house to be affected by this new policy is the State Theatre, Poughkeepsie, managed by Ray V. Powell.

RKO has organized Ranger units in nine theatres, and has experienced a full measure of success with them.

A new stunt is being worked by the Peekskill "Evening Star," with the co-operation of the Peekskill Theatre. To the first two persons each day who call in the "Star" office to insert classified advertisements, free tickets to the theatre are given.

## And the Columnists Help "Goon-Goon," Too

The columnists picked up "Goon-Goon," from First Division, and are using it to a far-thee-well in their columns. Witness Louis Sobel ("Evening Journal"): "I wonder if the censors know what 'Goon-Goon' means in Bali?" Winchell ("Mirror"): "Estelle Taylor and Lyle Talbot are plenty 'Goon-Goon.' Bill Corum ("Evening Journal"): "I guess the Yanks have too much 'Goon-Goon' for the Cubs. Winchell ("Mirror"): "And a 'Goon-Goon' love drink is made in this manner." Sobel ("Journal"): "Silliest punned gag goes like this, 'I've such a Bali ache—I'm Goona sleep.'" And a lot more from Messrs. Winchell, Sobel and Skolsky ("News").

To top it off, "Goon-Goon" powder is used instead of a crooner in "Ballyhoo," a musical revue, by the Howards, to make a cow give milk.

## Radio Presents a Trio



"Theft of Mona Lisa," an importation; "The Phantom of Crestwood," a special, and "A Bill of Divorcement," with John Barrymore, are pictured above.



## Heard In

## ALBANY

7th Annual Film Outing  
Is Held

By Bill

UTICA EXHIBITORS are making complaints to Film Row in regard to a few exhibitors who are cutting their price to 10 cents on Saturdays and Sundays. . . . Three exhibitors have done this and it is the six others who are complaining. . . . Charles Marshall, Bridge Theatre, Ausable Forks, has been ill with pleurisy, but is improving. . . . Peter Gordon, Keesville exhibitor and hotel proprietor, finds hotel business so good that he has bought the building adjacent to his hotel and will remodel it as part of the hotel. . . . Isaiah Perkins has closed the Adirondack Theatre, Speculator, for the season.

FILM EXCHANGES are being canvassed by men who are seeking bookings of pictures for their portable projection machines. . . . Warner Strand claims the "World Premiere" of "The Blonde Venus." . . . Joe Feldman, Warner publicity man, had a loud speaker and lights in front of the theatre, but the "Hollywood Opening" planned failed to materialize to any extent. . . . RKO Palace Theatre, Albany, which had a seven-act bill and picture one week, has gone back to its five acts and picture. . . . Albany Film Club had its seventh annual clam steam October 8, with baseball between exchange managers and salesmen and, as a special feature, a four-round boxing bout between Tony Ryan and Ted Prober, a match in which Tony had all the best of it in weight. . . . Jack Krause, who managed the film outings from 1924 to 1928, was back on the job.

RKO PALACE THEATRE thought so well of "A Bill of Divorcement" that it gave a preview midnight showing, drawing a big crowd. . . . It also previewed "Night Mayor" when the Democratic state convention was in session in Albany. . . . Fireman's Hall, Windom, which is operated by the town fire company, with Don Brockett as manager, planned to close for the winter, but has decided to stay open. . . . J. C. Carpenter, Cobleskill exhibitor, smashed his automobile when it collided with a tree, but he was uninjured. . . . Ralph Gillette, Greene exhibitor, and Mrs. Greene were in Albany recently on a film buying expedition. . . . Ollie Mallory, Corinth exhibitor, and Mrs. Mallory, spent a recent week-end in New York. . . . Mallory is a cousin of Frances Starr.

GOLF TOURNAMENT which has been in progress all summer between Ralph Pielow; Nate Sauber, Universal manager; Leon Herman, United Artists, and Harry Alexander, Fox salesman, wound up with Pielow victor. . . . The first Saturday in October Ralph took on Ray Smith, Warner manager, and it is suspected that he plans to go right through Film Row, looking for his master at the game. . . . In practically every part of the Albany territory the milk industry is in the throes of a dispute over prices. . . . It is a dairy country and recent low prices for milk have not helped the theatres, for the farmers have not had the money to spend on pictures. . . . Recent agitations promise to raise the price of milk, which is expected to be reflected in better attendance at the theatres.

## Scores Ten Strike



Harry H. Thomas

President of First Division Exchanges, Inc., who is now delivering another hit in "Goon-a-Goon," now in its fourth RKO Cameo week, and scheduled to be at the house indefinitely.

## Two Change

Star, Cliffside, N. J., has been taken by the Cliffside Amusement Corporation, with Jack Peneles, president, while the Cumberland, Brooklyn, is being handled by the Merge Amusement Corporation, Al Margolies, president. Messrs. Margolies, Peneles, Wealcatch and Margolies are interested.

ALBANY THEATRES are co-operating with Radio Station WOKO in Albany on a bi-weekly broadcast to be called "Seeing the Shows." . . . A 10-minute talk twice a week will deal with the new pictures, plays and vaudeville, the comment not to be critical, but informal descriptions of the stories and facts about the players. . . . "Knickerbocker Press" and "Albany Evening News" are sponsoring radio interview over WOKO with stage stars that come to the Capitol, legitimate theatre, and the "Times-Union," Heart paper, is putting the vaudeville, radio and screen stars on the air via WGY from RKO Palace Theatre.

## Mystifying Skourases

Future of the Empire, Skouras' Syracuse house, is a deep-dyed mystery.

Taken on by the Brothers Skouras in the summer, it was apparently planned to garner in the quarters as a second run. Then the long-awaited RKO-Warners deal, which has cooled after several months of anticipation, suddenly went through, giving Keith's the former Warner's Strand as an outlet for their second runs and class B product. Prices dropped accordingly, and left the Skouras people apparently holding the bag.

## Heard In

## SYRACUSE

Campaigns Against Exclusives  
Begin

By I. S.

INTENSIFIED COMPETITION between RKO and the Eckel, which the major circuit has apparently singled out to battle with, is giving the downtown theatre crowd many a meaty bit to roll under their tongues. . . . Not content with installing a double-feature policy at the newly acquired Strand, and selling the entire show for 30 cents as against the Skouras Eckel's 25, RKO now contemplates a nickel drop. . . . In counterplay, the Eckel has been forced to start a heavy newspaper campaign and, in addition to bring in "name" acts to augment its bill. . . . First of these consisted of the presence on the stage of Owen Moore. . . . The RKO Keith house encountered its first losing week since going straight pictures when it attempted to split between two films, necessitating a return to full week show with "Life Begins." . . . The battle between the downtown houses with lowering of prices and installation of second runs in the Strand is being felt by the neighborhoods.

NEIGHBORHOOD OPERATORS are also intensely interested and apprehensive over the exclusive run at the Loew house. . . . So high indeed is feeling running that several of the outlying theatres are entering a campaign to acquaint patrons with the facts in the matter. . . . J. Carp, operator, Cameo, has been making a series of speeches. . . . Paul Forster, inventive thinker of the Eckel console, has a new gag—an invitation song. . . . Gag is going over just as all Paul's innovations do. . . . Ken Sparnon, director of the RKO orchestra until the local Keith house went straight films, has been functioning as guest director at the RKO Palace, Rochester. . . . Frank Lampa, whose son Gus is manager of the Eckel, occupies the same berth at the Harvard, University sector neighborhood house controlled by Phil Smith Enterprises of Boston.

## Poughkeepsie House Open

Stratford, Publix house, Poughkeepsie, reopened October 8 after having been closed for the season, with John Hartung again at the helm. New chairs and electrical fixtures have been installed under the direction of Publix city manager Henry P. Hof. Hartung acted as manager, Broadway, Newburgh, during the summer.

## Rochester Levels Normal

Theatre prices in Rochester are back to same levels as last winter, except that the RKO Palace and Loew's Rochester are absorbing the federal tax. The Palace started by charging 50 cents plus the tax, but dropped a nickel when Loew's announced the lower figure.

## New Utica Corporation

Elm Theatre Corporation, Utica, has been chartered by the Secretary of State. Directors: S. Sheldon Judson, attorney; Leo G. Kane and Agnes Wisnoski, all of Utica. Plans of the corporation will be announced later.



## Suffern Okays Sunday

With the slogan, "Better Business!" advocates of Sunday shows in the village of Suffern, on the New York-New Jersey line, conducted a determined campaign and won by a vote of 631 to 490 in a special election late in September.

Recently there was a Sunday benefit performance in the Lafayette, Suffern's only playhouse, managed by Vincent M. Trainor, which indirectly brought a vast amount of business to local dealers. The merchants got together and talked things over and declared emphatically for regular Sunday openings.

## Syracuse Musicians Have Exhibitor Urge

### Tuneless Theatres Cause Desire for Flesh

With orchestral music out of both major Syracuse houses, and the newly opened Ritz presenting the only orchestra in town, the Syracuse Musicians' Protective Association is looking for a theatre to operate on its own.

Convinced that the demand for music is great enough among the theatre-going public to assure them patronage in a second-run house, the organization contemplates providing the means.

Should they carry out their plans, Loew's and Keith's, at present operating on a straight picture policy, may find themselves slightly non-plussed if a switch to flesh is made.

In that event the question as to talent may be a serious one. With the R-K-Olians of Ken Sparnon and the Syncopators of Bruce Brummit disbanded, many of the men in the two outfits have found places for themselves.

### Sears With Skouras

W. C. Sears, who has been connected with RKO in the Davenport (Iowa) territory, has come East to manage the Rockland Theatre, Nyack. Rockland has just completed its first year under the Skouras ownership.

### Rochester Relief

Rochester theatre men will have one less 2,500-seat house to contend with this winter due to the decision of the Masonic Auditorium management not to operate. This action saves the house a \$45,000 tax, which the city threatened to slap on.

### Haley Back

Earl Haley, director of "Wild Horse Stampede" for Columbia, has returned to the studio from a location trip in Arizona, where exterior scenes of the current production were filmed. The story features Rex, film-dom's one equine star.

Heard In

**R O C H E S T E R**  
U-A Picture Sets New Record

By *Eeaitch*

LITTLE THEATRE ran "Congress Dances" four weeks. . . . Tom Grierson returns to the RKO Palace organ and Gordon Baldwin bows in again at Loew's Rochester. . . . Pola Negri feted by the Polish colony. . . . Mills Brothers on the stage helped business at the Century. . . . John H. Finn, former manager of the Temple, left an estate in excess of \$10,000 to his wife. . . . Wesley Barry, former film star, now has an orchestra playing at a dine-dance spot here.

MANAGER EDDIE MELNIKER, Loew's Rochester, warns that expensive stage bills won't continue unless they draw better. . . . Mills Brothers entertained Sanatorium patients. . . . Community Players' drive netted some over 1,200 supporters, but 1,000 under last year. . . . RKO Palace books in Sue Carol and Nick Stuart of the screen.

### Utica Cuts Back

Contrary to all expectations and agreements, Utica neighborhood houses have returned to bargain prices, banished last spring.

Colonial, playing old-time pictures at popular prices, inaugurated the 10- and 15-cent scale in this downtown house, formerly part of the Robbins chain. To offset this figure, the neighborhoods then resorted to their bargain prices, 10 cents admission for all at certain hours of the afternoon and night.

### Cook in Yonkers

William E. Cook, manager of RKO houses, has been appointed manager of the Yonkers Strand Theatre. He succeeds Fred S. Shaefer. Shaefer will return to Paramount-Publix as manager of the Broadway Theatre, Newburgh.

### Wagner With Filmcraft

Bob Wagner, well known to the upper state territory as both a distributor and exhibitor, has been appointed as a special representative of the eastern part of the upper state of New York for Filmcraft.

### Kempner With Filmcraft

Marvin Kempner, who has been long affiliated as the Buffalo manager of the Paramount exchange, has been appointed as a special western New York representative for Filmcraft.

## Walden Sunday Benefits

Plans have been made in Walden for Sunday movies for a period of eight or ten weeks for the benefit of the welfare fund. Receipts of \$2,000 are expected. Program will be carried out in the Didsbury Theatre, owner of which is treasurer of New York Allied.

### Filmcraft Pepped Up

Filmcraft Exchanges, newly organized exchange handling Majestic product, consisting of 20 melodramas and six Jack Hoxie outdoor dramas, made under the supervision of Phil Goldstone, is now well established with offices at 505 Pearl Street, Buffalo, and 1046 Broadway, Albany. With the first three of the melodramas ready, namely, "The Crusader," "Hearts of Humanity" and "Phantom Express," and with a year book that is unusual and to a certain extent outstanding in the industry, Majestic Pictures has already aroused a great deal of interest among the better class theatres.

### Albany Rate War

Albany theatre rivalry as to price and style of show depends largely upon location. C. H. Buckley's Harmanus Bleecker Hall, which has no other first-run theatre near it, dropped to 40 cents for the summer and has gone back to 50 cents, including tax.

Warner's Strand dropped to 40 cents for the summer and is staying there to combat the opposition of RKO Palace with pictures and vaudeville two blocks away at 35 and 60 cents. Warner's Ritz, block away from C. H. Buckley's Leland, gives two features for 35 cents top, while the Leland at the same price gives one.

### O'Neill in Rochester

John J. O'Neil, former house manager, Eastman Theatre, Rochester, has joined Publix and is stationed at the Century with Martin Anderson.

O'Neil grew up in the theatre business in Rochester as assistant manager of the Avon, manager of the Gordon and Fay's.

### Sang With RKO

Leonard Sang, Buffalo, where he functioned last as manager of the Shubert's Teck, is new manager of the Strand, Syracuse, under the RKO banner. Sang's experience covers everything from vaudeville, pictures to legit. Henry Earl stays on as assistant.

## Kalmine Division Still On Its Toes

Harry Kalmine's Jersey division is going ahead great guns with all the Warner houses profiting. Here are some short shots:

Clem Murphy promoting an aquarium at the Branford, Newark; Larry Conley and Mickey Kippel working hard for "Tiger Shark" at the Stanley, Jersey City; Sam Roth giving "Blessed Event" a big hand at the Baker, Dover; Tony Williams helping a Bayonne hospital and the Dewitt, too; M. Weshner getting the business men back of him at the U. S., Hoboken, and Spitz Kohen giving "Tom Brown" a military send-off at the Regent, Elizabeth.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Free, White and 21"—Radio

Joel McCrea, William Gargan, Marian Marsh, Walter Catlett, Skeets Gallagher, Robert Benchley.

Looked better before it was made, and now all it has is a germ of an idea and Joel McCrea, whatever good they may be without a fair picture. Title isn't bad at all, but the finished product doesn't give anyone a boost. The whole thing misses. Piece has a collegiate background with a dab of sports.

Estimate: Try, try, again.

## "Kongo"—MGM

Walter Huston, Lupe Velez, Conrad Nagel, Virginia Bruce, C. Henry Gordon, Mitchell Lewis.

Pretty bad. There will be complaints from audiences, and houses that play it will not benefit through such showings. The whole thing should never have been made. Even such names as Huston, Nagel and Bruce won't help one bit. The whole thing is way, way down below the Metro standard of a season ago.

Estimate: O, Leo—how could you?

## "The Crusader"—Majestic

H. B. Warner, Evelyn Brent, Walter Byron, Ned Sparks, Lew Cody, Marceline Day, John St. Polis.

Top-notch feature cast in a story that packs plenty of punches. Thanks to some swell performances by Lew Cody, H. B. Warner and Ned Sparks, "The Crusader" comes off as a high rating inde show. Evelyn Brent carries the femme angle and does a nice job of it. Story has a night club and repertorial background and carries interest all the way.

Estimate: Very nice.

## "Big Broadcast"—Para

Stuart Erwin, Bing Crosby, Leila Hyams, Sharon Lynn, George Barbier, Burns and Allen, Kate Smith, Mills Bros., Boswell Sisters, Donald Novis, Arthur Tracey, Cab Calloway, Vincent Lopez.

Lot of radio names with a weak plot to hang the whole thing together. As a showman's natural it offers opportunities, and, in short, shapes up as a collection of radio shorts. The radio appeals are the picture's golden opportunities, so make the most of them.

Estimate: Air spectacle.

## "False Faces"—WW

Lowell Sherman, Peggy Shannon, Lila Lee, Berton Churchill, David Landau, Oscar Apfel, Miriam Seegar, Joyce Compton, Nance O'Neill, Harold Waldridge.

World Wide has another winner. Lowell Sherman, as a phony plastic surgeon who makes a racket of his business, but who gets his in the end, presents a new type of role. World Wide has given Sherman a fine cast, the show has been well directed, and the pace and speed of the show makes it a natural.

Estimate: Swell.

## "Wild Girl"—Fox

Joan Bennett, Charles Farrell, Ralph Bellamy, Irving Pichel, Eugene Pallette, Sarah Padden, Willard Robertson, Morgan Wallace, Minna Gombell.

"Salomy Jane," dressed up, and the sort of picture audiences get about a couple of times a year. Joan Bennett steps out of society, goes into a Bret Harte heroine get-up and the final job isn't bad at all. Raoul Walsh direction, a lot of scenic backgrounds and a hand-picked cast help make this epic of the west satisfactory program.

Estimate: Nice work.

## "All-American"—U

Richard Arlen, Gloria Stuart, Andy Venine, James Gleason, Merna Kennedy, John Darrow, Preston Foster, June Clyde, and All-America football stars.

Looks like a good successor to U's "Spirit of Notre Dame," and meaning almost as much at the box office. Of course, the Rockne angle is missing, but when the country is football minded, who cares? Plot is the usual one about a swell-headed player and a brother, this time, but the football atmosphere is authentic.

Estimate: Seasonal clean-up.

## "No Living Witness"—Mayfair

Noah Beery, Carmel Myers, Barbara Kent, Gilbert Roland, Otis Harlan, G. Carroll Naish.

Noah Beery, as an unscrupulous lawyer, attempts to pull a racket on Otis Harlan, a westerner with a yen for horse racing. Everything one thinks might happen does, but the sweet young heroine is saved in the last couple hundred feet of film. Audiences won't mind this one.

Estimate: Another picture.

## "Air Mail"—U

Ralph Bellamy, Pat O'Brien, Russell Hopton, Slim Sumnerville, Gloria Stuart, Lilian Bond, William Daly, Leslie Fenton.

New sort of air picture, based on the air mail, but with a lot of punches that haven't been revealed to date. Understandable yarn and lots of stunt flying are combined to reveal a program gem. True, no star name is present, but if entertainment is a satisfaction standard, "Air Mail" need not worry.

Estimate: High mark for U.

## "Pride of the Legion"—Mascot

Lucien Littlefield, Ralph Ince, Sally Blane, Barbara Kent, Matt Moore, Glen Tryon, Tom Dugan, Rin-Tin-Tin, Jr.

Rin-Tin-Tin, Jr., is surrounded with a feature name cast, the story is a familiar one about the young copper who gets in with the gang and wins all, so "Pride of the Legion" will satisfy mass audiences who crave a lot of hop, skip and jumping. There won't be any complaints, either.

Estimate: All right, in its own department.

## "Madison Square Garden"—Para

Jack Oakie, Marion Nixon, William Collier, Sr., Thomas Meighan, Warren Hymer, Lew Cody, William Boyd, Bert Gordon, Zazu Pitts.

Sports picture that should do as nicely as Charlie Rogers' first, "70,000 Witnesses." Title reveals what it is all about, with a concentration on the athletic end of things. The film is headed generally for the male trade, but enough angles have been included to pull the femmes in, too.

Estimate: Neat program.

## "Night After Night"—Para

George Raft, Constance Cummings, Wynne Gibson, Mac West, Alison Skipworth, Roseoe Karns.

This one makes Raft star material, with exhibitors certain to give him a build-up. Park Avenue background with a gangster front brings about an action packed yarn that should hold its own anywheres. Cast is ace high, Raft swell. There should be no trouble here.

Estimate: Paramount scores again.

## "The Monkey's Paw"—Radio

C. Aubrey Smith, Ivan Simpson, Louise Carter, Bramwell Fletcher, Betty Lawford, Winter Hall.

Radio production of a well-known short story and with little appeal except to classiest domestic houses. Cast is all British, which won't help one bit. Unless the audience goes for this sort of thing, it will be difficult to please the home folks.

Estimate: Well done, interesting, but —.

## "Golden West"—Fox

George O'Brien, Arthur Pierson, Janet Chandler, Bert Haulon, Marion Burns, Edmund Breese, Onslow Stevens.

Cowboy and Indian drama that is of the better Fox-O'Brien grade. There won't be any trouble at all pleasing the patrons, and the children's trade is set. In short, a fine western.

Estimate: Open space high-rater.

## "Exposed"—Eagle

William Collier, Jr., Barbara Kent, Raymond Hatton, Roy Stewart, "Wheeler."

Inde show with a cast that will be familiar to most houses. If you like this sort of thing, it will do well enough. Tale of a young doctor who plays spy and exposes the gang, it is just about what anyone would think it would be.

Estimate: Just a picture.

## "Jubilo"—Fox

Will Rogers, Marian Nixon, Dick Powell, Fredrick Burton.

Made once as a silent, its success lies in the smaller towns, especially where Rogers has a personal popularity. The silent was a good picture, what the sound version does depends on Rogers popularity. The picture, in its new form, has little else.

Estimate: Rogers, that's all.



**THE ONLY**  

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**REGIONALS**  

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**IN THE METRO-**  

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**POLITAN AREA**  

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**... THE HOME**  

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**TOWN TRADE**  

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**PAPERS OF 4600**  

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**SHOWMEN!**

*The Pride  
of the  
East  
Coast!*



Reaching every theatre owner  
in BUFFALO, ALBANY and  
NEW YORK territories on the  
10th and 25th of each month.



Reaching every theatre owner  
in the PHILADELPHIA terri-  
tory on the 1st and 15th of  
each month.



Reaching every theatre owner  
in the WASHINGTON terri-  
tory on the 5th and 20th of  
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INCORPORATED

*Publishing Office:*  
**219 N. Broad Street, Philadelphia**

ALBANY - BUFFALO - WASHINGTON - PHILADELPHIA - NEW YORK

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# PROSPERITY IS JUST AROUND THE CORNER

← *and* **HERE'S** *the* **CORNER**



Actual Photo of Line that Extended Around Corner of Broadway and 50th St., at 9:30 on Morning of Opening at Rivoli, N. Y.

**NOT ONLY LINES AT THE THEATRE!  
BUT WHAT LINES IN THE REVIEWS!**

By 9:30 in the morning, the Rivoli was packed to S.R.O. capacity... novel plot... elegantly developed... thrilling... true Tarzan manner. Doug carries it splendidly"  
— IRENE THIRER in the *DAILY NEWS*.

"Affords Doug opportunity to out-TARZAN TARZAN...story moves briskly...situations deftly built." — BLAND JOHANESON in the *DAILY MIRROR*.

"Done in Mr. Fairbanks' best vein...artful, jolly and imaginative."  
— MORDAUNT HALL in the *NEW YORK TIMES*

"Not a travelogue. The advent of a hostile tribe provides Fairbanks with one of those exciting swinging-from-limb-to-limb acrobatics that were his screen trade-mark long before Tarzan appeared on the cinema horizon! Good entertainment...plenty of comedy"  
— ROSE PELSWICK in the *EVENING JOURNAL*.

**HIS BEST SINCE "ROBIN HOOD"!**

**DOUGLAS**

**FAIRBANKS**

**MR. ROBINSON CRUSOE**

Oct10'32 b.c.



**UNITED ARTISTS PICTURE**



**It sounds high-brow—  
but it spells dough-ray-me!**

**A Message  
from the Makers  
of the World's  
Finest Trailers**

Sales psychology! That's not just a high-brow expression: It is the underlying basis of TICKET-SELLING—everytime! And that's the MAGIC FLAVOR we mix into every National Screen trailer!

Our trailers bring you the APPROVED SELLING-ANGLES on the pictures they advertise. They are designed to do just that through the COOPERATION of the companies which produce the pictures.

Their experts in production, distribution and theatre operation continually work with National Screen Service towards creating the BEST METHOD OF SELLING the picture to the public.

You get the benefit of this unique quality ONLY in National Screen talking trailers! With sales-punch in every frame—  
NATIONAL SCREEN TRAILERS BUILD BUSINESS!

## **National Screen Service Ad-Vance Trailers**

Oct25'32 pg. 3



**Pictures sell pictures;  
sell from your screen!  
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far the most effective  
advertising is a talk-  
ing-scene trailer, with  
its teasing, coaxing  
message. You can  
prove it by actual test!**

**National Screen Ad-Vance Trailers are your first aid to better business**



ADD THESE TO  
THE LIST OF  
RKO-RADIO  
PICTURES THAT  
ARE MAKING  
MONEY!



THE BOOK THAT FASCINATED  
A MILLION WOMEN!



**THIRTEEN  
WOMEN**

TIFFANY THAYER'S  
sensational novel . . .  
gripping on the screen!

with IRENE DUNNE  
RICARDO CORTEZ  
JILL ESMOND  
MYRNA LOY

Directed by  
GEORGE ARCHAINBAUD  
An RKO-RADIO Picture of course!

**John  
BARRYMORE**



JACK ALICOATE in *The Film Daily* said:  
"I want to go on record here and now that  
we have seen nothing finer on the screen  
in the past few months."

With  
**KATHARINE HEPBURN**  
LILLIE BURKE DAVID MANNER

**"A BILL OF  
DIVORCEMENT"**

Directed by George Cukor from  
Clemence Dane's magnificent play  
David O. Selznick, Executive Producer



A great cast in a  
heart - gripping  
drama of tears  
and triumph!

**STRANGE  
JUSTICE**

The story of a  
boy and girl in  
love . . . and the  
chain of circum-  
stances that  
dragged him to  
the jaws of legal  
death . . . and  
back!

J. G. BACHMANN  
Production Directed by  
Victor Schertzinger





Every Man A Living Target!

**RICHARD  
DIX**



With **TOM BROWN**  
and Rochelle Hudson

The blistering drama of the Chain Gangs that has proved a box-office sensation.

HAVE YOU PLAYED THESE?  
"BRING 'EM BACK ALIVE"  
"HOLD 'EM JAIL"  
"BIRD OF PARADISE"  
"AGE OF CONSENT"

NOW WATCH FOR THESE!  
"LITTLE ORPHAN ANNIE"  
"SECRETS OF THE FRENCH POLICE"  
"MEN ARE SUCH FOOLS"  
"THE CONQUERORS"

CONSTANCE BENNETT in "ROCKA-BYE," AND THE GREAT "KING KONG"

The Picture That Was Presold  
to a **HUNDRED MILLION**



Millions have heard it on the air in the greatest radio, newspaper, magazine and exploitation campaign in history... millions are going to the theatres of America to see who killed Jenny Wren!

**"THE  
PHANTOM OF  
CRESTWOOD"**

Directed by J. Walter Ruben. Screen Play by Bartlett Cormack. David O. Selznick, Executive Producer. Merian C. Cooper, Associate Producer

Oct 25 '32 pg. 5

**KAREN MORLEY  
RICARDO CORTEZ**

H. B. WARNER, PAULINE FREDERICK, ROBERT McWADE, AILEEN PRINGLE, "SKEETS" GALLAGHER, MARY DUNCAN, GAVIN GORDON, ANITA LOUISE, ROBERT ELLIOTT, IVAN SIMPSON, HILDA VAUGHN, GEORGE E. STONE, SAM HARDY, MATTY KEMP, TOM DOUGLAS, CLARENCE F. WILSON, EDDIE STURGIS



THE GAME HE  
HUNTED WAS MAN . .



...but the prize of chase was woman!

**JOEL McCREA**  
Fay Wray  
Leslie Banks  
Robt. Armstrong

in the COOPER-SCHOEDSACK PRODUCTION that leaps beyond the frontiers of imagination!

**"The  
MOST  
DANGEROUS GAME"**



# The New York State EXHIBITOR

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October 25, 1932

## Rebuilding the Future

**A**N industry, with a wealth that runs into billions—accustomed to thinking in millions both in daily patronage and daily receipts in its thousands of theatres—has slumped, fallen into a pit out of which many for a time thought it would never climb. It lost the proud dignity which made it one of the world's greatest businesses. It has been legislated against and taxed beyond endurance.

But there are indications that its rebirth, rebuilt and cleansed of everything that clung to it as parasites in its prosperous days, is imminent. There is reason to believe that out of evil may come goodness.

There are signs that the purgative administered by the depression will wash from within the entanglements of prejudices, unpleasant and improper practices, narrow-minded rivalries, egotistical attitudes and attendant selfishness. The inter-dependence of every company and individual on fellow-industry-ites has knit a solid wall of defense against evils from without.

The valley in which this business has been struggling is finally leading to a long road that must lead to a new day. But this era cannot be made possible without a new spirit, a new feeling on the part of everyone in this industry.

Mechanically, too, the business has gone through the revolution of sound, has reconstructed itself in its very fundamentals, has gone back to school, has made the mistakes, has rectified these errors, until now the proper combination for making good pictures appears to have lead to a succession of good, entertaining pictures.

If this business will really be rebuilt, it must start from the foundation. It requires the co-operation, the sincerity of everyone—the distributor, chain and independent.

A great executive has said: No chain is stronger than its weakest independent competitor. This, in itself, expresses the whole situation.

No chain, great or small, can expect to prosper unless the industry prospers. No independent, no matter how small, can ever expect to attain a lasting sense of security and peace unless he does his bit to co-operate with his fellow man, regardless of whether or not he is a circuit or an independent.

The day for rebuilding is at hand. Out of the experience gained from years of struggle, of constant battling, of continual prejudices and losses, a new light of tolerance must come.

And the new light will not only be reflected in the box office. It will be surrounded with a halo that indicates that once and for all a spirit of tolerance and fair dealing has arrived in a business that has suffered, has almost crucified itself, has nearly died in a struggle to reach that goal.

Emanuel-Goodwin Publications, Inc., entering upon its fifteenth year of striving for this era which approaches, pledges its services, its facilities and its every effort to bring about a new day in motion picture history.

## A Healthy Sign

**T**HAT the independents of the country have their ears to the ground and that they are ever ready to combine in fighting what they consider a monstrous evil is evidenced by the campaign against exclusives sponsored by these columns.

Although the territory covered includes only part of the east, applause came from all parts of the country. This goes to prove, too, that remark about "building a better mouse trap than one's neighbor." In this case, because exhibitors are seeking every weapon to fight against exclusives, the campaign against this new practice has been blown to the four corners of the industry.

This is as it should be. The exclusive idea must be nipped in the bud; it must be barred from the practices of the industry.

There are some who will say that nothing can change the distributors' and producers' minds except the box office. Then, in this case, the wait will be costly. The producers and distributors will find that the public, in addition to the trade, itself, does not want exclusives.

As one exhibitor puts it, exclusives are a sign of producer ingratitude.

The public will not be so modest in its terms. It will express its indignation through the box office, and that is one language the producer can understand.

Some producers have already pledged themselves to the exclusive policy this year. This, unless there is a change of heart on the part of its sponsors, means that the exclusive idea will exist for one year, anyway.

There may be, of course, some arbitrary methods on exclusives, as, for example, a breach of faith with the public of Bridgeport, Conn., where, after advertising an exclusive run for one week at the Poli Palace, "Grand Hotel" was shunted, the following week, into a repeat run, the Majestic (both houses operated by Harry Arthur) on a double feature with "Hat-Check Girl" (Fox).

The public might call this fraud. We'd call it bad business.

But what can the industry think? What about the little fellow? What is there for him to do when a first run, controlling a situation, on an exclusive basis, doubles up such a valuable and high rating box office attraction with another feature? Is it any wonder that this business has picked up the practices it has, when such things are allowed by the distributor? Perhaps the distributor will eventually find some way to place the blame for this on the independent exhibitor—they've hung most everything else on him.

And the exclusive run has no place in this industry. As long as it exists, this department, for one, will not stop fighting it.





# December 1 Exhib Meeting Scheduled; Constructive Efforts Still Welcomed

## Lightman Stays

M. A. Lightman will continue as president of the M. P. T. O. A., despite the fact that his term expired a month ago.

The M. P. T. O. A. will not hold another convention until 1933.

## Heard In

**CROSSTOWN**  
Many Changes and Some Reopenings

THAT ROXY LEGAL BATTLE continues with both sides desiring use of the Roxy title. . . . The Globe Theatre was sold at auction, which shouldn't surprise anyone. . . . Though the AMPAS will continue at Sardi's, the beefsteak dinner scheduled for next month still goes. . . . And there is going to be a drive for more members. . . . It should be easy, what with Hal Horne getting them off as fast as he does. . . . Ed Finney and Al Sherman have finished that play. . . . The producers are trampling each other in the rush. . . . (To get away from it). . . . Sherman's reviews are often translated into Greek, Latin and Balinese. . . . In fact, he intends to take a trip to "Goono Goona" land. . . . "Forward March," the new revue, calls its girls the "Goono Goona" girls. . . . And the columnists continue to plug the movie.

HELEN M. MATHEWS has the Star, Jamesburg, N. J., formerly a Buckwell possession. . . . Joseph Freedman has the Subway, Brooklyn. . . . Dunellen Theatre, Dunellen, N. J., has changed hands. . . . And Harry Goldberg has taken the Myrtle, Myrtle Avenue, Brooklyn. . . . Closed for three years, a theatre in Cloistre, N. J., has reopened. . . . The Nemo, it will be Regalia operated.

E. L. MATRON, related to Katherine, who used to have the house, now operates the Model, Yonkers, under the Elmtat Theatres, Inc., tag. . . . Frank De Stasio is the new proprietor of the Lyric, Rosebank. . . . Fridays and Saturdays only. . . . Charlie Lewis and Russell Cohen are associated in the St. Albans, St. Albans, L. I. . . . They also have the Garden and the State, two other Long Island possessions.

LOUIS APPLEBAUM, Grace Photoplay Corporation, has the Grace, Brooklyn. . . . James Poro intends to open up his 900-seat house in Patchogue about January 1. . . . It will provide some needed competition. . . . Current reports have the Warner and Hollywood opening day and date next month. . . . The Cinelli Savoy, Bronx, continues under the same management. . . . While Sabo Theatres, Inc., have the State, Woodbridge, N. J.

THAT RECENT WARNER CLUB MEETING was the signal for almost 1,000 Warnerites to get together at the club-rooms and make merry. . . . A vaudeville program was arranged, and a good time was had by all. . . . Harold Rodner was espe-

## Allied-M. P. T. O. A. Statement Indicates Change in Distributors' Attitude Might Make Difference — O'Reilly Honorary Chairman

Unless there is a strong tendency on the part of the distributors to make an effort for constructive co-operation, the December 1 meeting of eastern exhibitors scheduled for this city will proceed as originally arranged.

Following the last Chicago meeting, two exhibitor gatherings, in Chicago, November 28, and New York, December 1, were scheduled.

Following that, a statement given out by M. A. Lightman, M. P. T. O. A. head, and Sidney Samuelson, Allied vice-president, indicates that the groups would not refuse to discuss anything constructive. However, the body intends to stick to its original program.

Charlie O'Reilly, it is understood, will be honorary chairman of the gathering. The T. O. C. C. is expected to join in the meeting.

Meanwhile, a new committee to work on a new contract has been formulated. In the event that there is a new sentiment on the part of the producers, or an indication to help theatremen, the complexion of the whole arrangement would have to be changed.

## Beute Moves Up

Chris Beute is now in charge of production for Exhibitors Screen Service, Inc., filling the place formerly held by Eddie White, who has taken over the duties of managing the technical and art department.

## Randforce Takes Another

Randforce, Frisch-Rinzler circuit, has taken over the Empress Theatre.

A. H. Schwartz (Century) had it.

IRVING DEAKIN, Warner Bros.' eastern story department, spoke recently at the New School for Social Research on "The Story in Relation to the Motion Picture."

HAROLD FLAVIN is now in the accessory business. . . . The current RKO now gives "Goono-Goono" a mild rave. . . . Which is indeed very nice. . . . Frank Keeney has the Bronx Opera House now. . . . That A. C. Blumenthal suit was dropped, which, again, was no surprise. . . . Hollywood Theatre will hold a benefit for the Milk and Egg League benefit for tubercular folk November 6. . . . Picketing continues on the part of both 306 and Empire with little let-up in sight. . . . Thomas Kilfoil is with Majestic. . . . Messrs. Hecht, Snapper, Charnow, Warren, Dollinger and Samuelson are on the Allied Jersey finance committee. . . . Death of Moses L. Malevinsky was mourned by local film men. . . . Frank Damis is now in Pittsburgh, out of Newark.

AS A REWARD for excellent work in securing contracts, entire sales force of the Exhibitors Screen Service, New York office, recently saw Columbia wade through the Princeton line to the tune of 20 to 7. . . . Charles Goetz, sales manager, reports that he has developed a new method of approach after watching the Columbia fullback!

## O'Reilly Working Hard on Motion Picture Division

### Lines Up Democratic Showmen To Help Roosevelt

Charlie O'Reilly, local T. O. C. C. chieftain, has lined up theatremen throughout the country for his Motion Picture Division, Democratic National Campaign Committee.

It is planned to continue the group as a permanent medium, even after the campaign is over.

Stage and screen division of the campaign has formed a committee for the testimonial dinner to be given Roosevelt and Garner at the Astor, October 27.

Recently, at the Motion Picture Club forum, local candidates for city offices were heard, with a pronounced tendency of the entire body to favor the Democratic side of things.

O'Reilly has some of the country's most prominent showmen on his committee.

cially busy, what with being president and almost a temporary M. C. . . . The club has been working wonders, considering morale, et. al. . . . It's Mr. and Mrs. Irving Wormser, now that Miss Dorothy Smolen has officially undergone the name change. . . . A bachelor dinner (for the groom, of course) preceded the actual event.

THE ROXY cut prices and it didn't make any of the other Broadway houses any too happy.

LEW PRESTON, formerly with Skouras here, is now with the company in Wisconsin. . . . Charles McCarthy has resigned from Paramount. . . . Mark Luescher is now handling publicity for the Roxy, replacing the resigned A. P. Waxman. . . . Monogram is now on the third floor of its building, if you please. . . . Expansion caused it. . . . "The Crusader" got its first run at the local Beacon. . . . Majestic, it is Capital distributed.

DR. ALFRED N. GOLDSMITH is the new president of the S. P. M. E., following the fall session held recently at the Pennsylvania. . . . "Night Mayor" won't be released here until after election. . . . Changing of the Palace program from a grind vaude to a two-a-day movie house with "The Kid From Spain" proved a surprise and marked the end of big-time vaudeville two-a-day on the main stem.



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OF FAITHFUL SERVICE

**BY A FILM EXCHANGE**IS WORTH CONSIDERATION  
BY ANY TYPE**OF EXHIBITOR**

NO MISREPRESENTATIONS  
NO FUTILE PROMISES  
NO EXAGGERATIONS  
NO WORTHLESS CONTRACTS  
NO TRICK CLAUSES

*Conservative Promises  
Always Based*

**ON ACTUAL FACTS****NOW!**

For The 1932-33 Season

**STANDARD EXCHANGES**505  
Pearl St.  
BUFFALO**OFFER  
YOU**1046  
Broadway  
ALBANY**THE BEST ACTION PROGRAM**

(IN FEATURES) In All Of (IN SERIALS)

**Our Eleven Years  
of Existence**

**ALREADY—SOLD TO—ALREADY***Such Major Circuits as*

WARNER BROTHERS  
SKOURAS BROTHERS  
RKO THEATRES  
PUBLIX THEATRES  
SMALLEY CIRCUIT  
BENTON CIRCUIT, Etc.

**WHAT ARE YOU WAITING FOR?****Standard's Promise**

Says J. Berkowitz, of Standard exchange: "Twenty-five per cent of Standard exchange's 1932-33 output is at the exchange. Contracts are beginning to come in fast. Larger (major) circuits are beginning to realize the value of our evenly produced product, reliable for certain parts of a week's program for certain type of their theatres, and are signing up with us with a confidence never before displayed.

"Well founded is their confidence, too, for the presentation of our product is never exaggerated or overdrawn. Our promises of improvement are always true. We have never failed yet to assure exhibitors of certain facts which we can prove to be true. Therefore there is an unequalled respect and confidence for our company.

"For this coming year again we promise remarkable improvements over last year. Some attractions will pleasingly surprise our patrons."

**Heard In****B U F F A L O**Fire Prevention Week Is  
Observed*By Mary Ann*

NATIONAL FIRE PREVENTION WEEK was observed by the exchanges in Buffalo, when Acting Battalion Chief Joseph Masterson, Lieutenant Glasser, Captain Hennesen and Battalion Chief's Aide Zahn accompanied Emma Abplanalp, secretary, Buffalo film board, on an inspection tour. . . . At Vitagraph, Paramount and Fox exchanges the employees were addressed on fire prevention by Acting Battalion Chief Masterson and Lieutenant Glasser. . . . At 505 Pearl Street, building in which 10 exchanges are housed, fire alarms were sounded at 3.30 P. M. and within two minutes every employee had left the building via the stairways, the elevator service having been discontinued for the purpose of the drill. . . . Afterward the employees gathered in front of the building and were addressed by Lieutenant Glasser and Ted E. K. O'Shea, president, film board. . . . Ted O'Shea stated that Chief Hedden expressed his appreciation for the manner in which the film companies were lessening fire hazard by their own inspections, and he was highly pleased with the reports received on the conditions of the exchanges.

EMMA ABPLANALP, secretary, film board, was in the city attending to the details of National Fire Prevention Week observance. . . . She left for Albany and New York City on a business trip. . . . Conference of the motion picture chairmen of the various clubs of the City Federation of Women's Clubs is being arranged by Mrs. Homer Gates, at which Emma Abplanalp will discuss the formation and operation of a Better Films Council. . . . The George Hanny, Jr.'s, manager, Maxine Theatre, will be "blessed evening" in a very short time, as will the Arnold Febrey's, RKO. . . . Heartfelt sympathies are extended to George MacKenna, manager, Lafayette

Theatre, Buffalo, on the death of his mother. . . . Seymour Morris is the new assistant manager, Eckel Theatre, Syracuse. . . . Remodeling and redecorating of Fox exchange is just about completed, and the shipping point has returned to the exchange. . . . Clayton Sheehan is expected in town in about a week.

NOW THAT FOOTBALL is coming into season, we don't seem to hear from Emerson Dickman, great sports magnet and owner of the Fox Film Flickers. . . . Social organization of film row got busy and had several more parties. . . . Assemblyman Willis Sargent was up to Buffalo for the Republican convention and visited the M. P. T. O. offices. . . . Offices of Sid Samson, manager, Fox, Buffalo, is going to be a "thing of beauty," so says Norman Sheehan. . . . Bill Maier, assistant shipper, Fox, has been confined to his bed for the past week with a heavy cold. . . . Family Theatre, LeRoy, will be renamed the LeRoy Theatre, now under the management of R. E. Blouvet. . . . J. H. Michael, chairman, M. P. T. O., certainly was all dolled up on "Yom Kippur." . . . Stanley Kozanowski, manager, Rivoli Theatre, Buffalo, just returned from 2500-mile wedding trip, visiting Atlantic City, New York, Montreal, Lake Placid, etc.

LESTER WOLFE is now in Detroit for Universal. . . . On Labor Day, while Mrs. and John Sitterly, Warners, were visiting a sister at Sodus Point, three of the largest fish were caught this season in Lake Ontario. . . . Pictures of which are being proudly displayed at the exchanges. . . . From John's pose in this picture we are wondering? . . . Harry Seed, manager, Warners, has moved from the Gates Circle Apartments to the Windsor. . . . Gayety Theatre, Buffalo, open one month, has closed for repairs. . . . Ben Wallerstein, former manager Broadway, Buffalo, now manager Regent Theatre, Springfield, Ohio, spent the holiday in Buffalo with his mother. . . . This is Ben's first trip back to Buffalo. . . . Business must be good at the Ellen Terry, as Mrs. Behling, manager, is sporting a new million-dollar coat. . . . Eddie McBride, assistant manager, Loew's State, Syracuse, spent three days in town.

MRS. K. THOMPSON took over the Palace Theatre, Rochester, open one week and closed. . . . What well-known film attorney took that high-powered Rochester salesman and home office executive over the hurdles in a hectic pinochle game? . . . Ask Herbert T. Silverberg. . . . Rocco Maio, manager, Hippodrome Theatre, Niagara Falls, is sporting a new car. . . . H. L. Berkson, Standard exchanges, Buffalo, invades the Falls, went over the top and brought back the bacon. . . . To the delight of the office, Nate Sodikman, Standard, Buffalo, made a dent in a big pad of contracts. . . . H. L. Berkson, Standard, Buffalo, recently made a rushing trip to Syracuse, where he met a certain gentleman called Harry Thompson, and from the broad smile on his face we could read that "all is well in Syracuse." . . . Standard is this year hitting a new high mark in circuit deals, having closed Warner Brothers, Skouras, RKO, Smalleys, Benton and Publix. . . . J. Berkowitz says "it looks like sincerity is finally getting its reward."

**Utica Stage**

Olympic, Utica, has gone in for stage presentations every now and then. For three days recently three radio acts were staged, followed by an extended engagement by Steve Boisclair, organist and soloist.



*Ed Hummors*  
presents

**LOWELL  
SHERMAN**

**PEGGY SHANNON  
LILA LEE  
NANCE O'NEILL  
DAVID LANDAU**



# FALSE FACES



**Bamberger Tie-up**

Warner's Jersey Houses are tied up with the Bamberger Company through which the Bamberger News is shown in the Warner Jersey houses. Bambergers shoots the local material, and it works a two-way wonder.

**Heard In**

**44TH STREET**

Harry Brandt Throws Off a Nifty

TAKE A LOOK at Joe Joel, the grand young man of First Division and the exchange center. . . . Joe passed the 65 mark last Saturday and is now starting on his 66th. . . . Chief of the accessory division of FD, he can relate more anecdotes about the local center and its growth than most of the filmites around. . . . Everyone knows him and one of these days we'll carry an interesting yarn on the film days of decades past. . . . He started with FD when it was Merit and has been with it ever since. . . . Speaking of FD, reminds this column that Fire Chief Morris Epstein sponsored an excellent fire drill last week when Fire Prevention Week was observed. . . . It was a real success. . . . As is most of the stuff Epstein takes a hand in.



Joe Joel

HARRY BRANDT handed out a good one when he said he had the ideal double feature, "Two-Fisted Law" and "Two-Fisted Justice." . . . That makes four fists in all. . . . Wonder why Columbiaite Phil Myer was in such a hurry to get to the Film Board meeting last week. . . . Syndicate's physical description of "Her Mad Night" as set up in the exchange almost scares everyone when they enter. . . . Jack Hollywood Bellman reports that "A Parisian Romance" received a very nice hand from the critics and, incidentally, plenty of dates from the circuits and indies. . . . It's Allied made.

DOWN AT CAPITOL, Herman Gluckman points to the success of his serials and "The Crusader," latest of the Majestics. . . . "Red-Haired Alibi" is one of the newer features in the house. . . . Among the other indies, Invincible, which is adding to its list, distributes "Face On the Barroom Floor," which didn't get a raving send-off from the scribes, but which has enough angles by which it can be sold. . . . Leave it to Messrs. Greenblatt and Rosengarten to present box-office attractions. . . . Beverly Hills shorts are now available there, too. . . . Invincible is just beginning to hit its stride, it seems.

**"Three on a Match" And What Have You?**



If it's names you want, consider the Warner show, "Three on a Match," with Bette Davis, Joan Blondell, Ann Dvorak and Warren William all in one.

MISS SOLOMON is the new secretary to Earle Sweigert at Jersey Paramount, replacing Miss Marcus. . . . The Genell half of the former Genell-Pekelner circuit is selling insurance, almost completely recovered from an illness that nearly took his life. . . . Take it from those who know, the Film Center elevator is getting ritzy. . . . Coffee comes under the head of freight, so if that repast is desired, take the freight elevator. . . . Take it also from the gentleman who operates the Watsessing Savoy. . . . The local censor committee takes a look at all the press books and if they don't like a press-book, the picture can't show in the town.

THE LOCAL RELIEF COMMITTEE for film folk can use additional donations. . . . Of late, the need for more money has been increasing. . . . F. Schaefer is now managing the Willis. . . . The Universal boys and girls are getting ready for the November 7 ball of the Universal Club. . . . Local exhibitors are thinking of ways and means to get the folks into their theatres election night.

AL GEBHART is smiling these days what with the latest Paramount drive report showing him leading the pack. . . . Two weeks have been added to the drive period. . . . Clayton Hendrickson, of course, still leads the Ad chiefs. . . . Earle Sweigert's division is coming along. . . . Second now. . . . Harry Buxbaum is still smiling over the way Footballite Harry, Jr., is bowling over the opposition. . . . And, too, pleased the way Fox features are clicking.

**Heard In**

**UNION COUNTY**

Old Timers and Where They Are

By J. McL.

FATTY ARBUCKLE just checked out after doing a turn at the Liberty, Elizabeth. . . . Young America turned out to welcome Al Mamaux, manager of the championship Newark baseball club, when he warbled at the Ritz. . . . Thomas Mitchell, native of Union County, is being starred in radio sketches. . . . His brother is Elizabeth's city comptroller.

HARRY RAPPS, known as "Waxy, the Violinist," in vaudeville, has retired from the stage. . . . James A. Ward, running for sheriff, is an uncle to the Morely Sisters, songsters of the stage. . . . Henry Barron, saxaphonist at the Ritz, likes to tell of the days when he first arrived in America.

GEORGE T. CARROLL, veteran of the Lew Dockstadter contingent of yesteryear, is now pistol inspector for the county. . . . Jack Shepherd, promoter of shows in the cakewalk days, is attempting to bring back "that old gang of mine" for a real veterans' show in Elizabeth. . . . Billy Johnson, stage manager of the defunct Gem Theatre, Elizabeth, is running a picture house in Easton.

**"Hypnotized" Is Just Coming Into Prominence**



While Moran and Mack, supported by an all comedy cast, are the featured folk in the World Wide special, "Hypnotized," soon to be here.



# UNIVERSAL SCOOPS UP THE BIGGEST NAMES OF RADIO

*For A New Series of Short Films!*

**THE STARS WHO FORMERLY KEPT  
THE PEOPLE AT HOME WILL NOW  
BRING THEM TO YOUR THEATRE**

*and the first release is*

# MORTON DOWNEY

VINCENT LOPEZ and his Band — with DAVE DREYER, Famous Song Composer

# WALTER WINCHELL

NICK

LOUIS

# KENNY • SOBOL

*The Most Widely Known Newspaper Columnists, Sponsoring Such Stars as*

## THE BOSWELL SISTERS

## THE STREET SINGER

## ART JARRETT

with BUDDY ROGERS • LEO REISMAN • MILDRED BAILEY • JACQUES RENARD

## LEW BROWN and RAY HENDERSON

with NORMAN BROKESHIRE • FOUR ETON BOYS • STEPIN FETCHIT

Produced by WILLIAM ROWLAND - MONTE BRICE Productions, Inc.



## Heard In

**HUDSON COUNTY**

Danforth Reopens and Jimmy Marries

By Ike

HILDA COUCH had a fine interview with Irene Rich. . . . Ted Meyn has written another song. . . . Allan Zee helps set the show at Loew's every Friday morning. . . . Phil de Lizza likes heavy and serious reading. . . . Ed Tornow has a Mexican jumping bean trick. . . . Al LaPointe has become a golf fiend. . . . Engineer Van Ryn, Stanley, is the uncle of Johnny Van Ryn, tennis star. . . . Bill Granger hides the fact that his square monicker is Francis. . . . But Francis is a grand old name. . . . Zone Manager Don Jacox, Dick Hill and Frank Dams visited the Stanley recently. . . . Bob Deitch, the versatile, has turned movie columnist in addition to his other duties. . . . Pat Tauhey looks forward to being a press agent some day. . . . All is not gold that glistens, Pat. . . . Al Zimbalist, of the Newark office, is frequently seen at the Stanley. . . . John Decker is 6 feet 2. . . . Sophie Chiaro, 18, is suing the Orpheum for \$125,000, alleging permanent injuries from a fall at the inde house.

DANFORTH, neighborhood inde in the Greenville section, has reopened. . . . Fred Ungar, manager. . . . Counselor J. Frank Finn, of Jersey City, has leased the Mayfair Theatre, West New York, to Samuel Bratter and David Bobker Newark. . . . Lease is for 15 years from October 1. . . . The rental starts at \$13,000 a year and increases gradually to \$17,500.

ORIENT, Greenville neighborhood house, celebrated its anniversary October 16. . . . Gus Nestle, manager. . . . Here's one on George Dumond. . . . He bought two chickens for dinner guests and left them in the ice box of a restaurant near the theatre. . . . When he came to get them, they were gone. . . . The chef had cooked the birds for restaurant customers. . . . Louise Mawinny is a Dickinson grid booster. . . . Sam Tammen and Tony Ulbrich have charge of the projection booth at the Central. . . . Larry Conley had a swell lobby for "Cabin in the Cotton." . . . Sam Goldman is managing the Central. . . . Ethel Hinte looks like Marlene Dietrich. . . . Alfred Winters new Central doorman. . . . Emmett Dugan's weakness is dill pickles. . . . Mine is whisky. . . . The name of Dave Friedlander's secret is Rae. . . . Margaret Keith has recovered from her illness. . . . Jack Keale and Joe Corris were appointed to the Press Club entertainment committee by Prexy Stephenson. . . . All Mann back from vacation.

BILL GRANGER hails from England. . . . Loew's district manager, Larry Beatus, a recent stem visitor. . . . "Lefty" Gomez was kept busy autographing sandlot baseballs backstage at Loew's. . . . George Freeman's first cold in three years was a bad one. . . . Jimmy Cambridge married her in Michigan.

**Empire-RKO Deal Off**

Latest reports have the Empire-RKO deal off.

Sidney Cohen has the house with Fox product the objective. Deal would have given the RKO houses in the neighborhood first run on Fox, but the rental feature proved a hitch.

**Suit Postponed**

Suit of Sam Kaplan's Local No. 306 and subsidiaries against local exchanges, distributors and the Film Board of Trade was again postponed until later in the month.

\$200,000 damages are asked. This is the third postponement.

## Heard In

**PASSAIC**

Harry Hecht Gives a Diamond Ring

By Eye-Ess

HARRY HECHT owner of the Rialto and Palace Theatres, is planning matrimony and recently presented the new Mrs. Hecht-to-be with a diamond ring. . . . Rex Theatre, East Rutherford, Manager Jack Portee reports, is the only house in a five-mile radius presenting vaudeville. . . . Harry Lorraine, who used to work for the Fox and Skouras, is booking the shows.

KEN GREENE, Passaic, who formerly handled theatrical display work for the Capitol, Roxy and Rialto in New York, is working for Garry Voorman, manager of the Passaic Montauk (Warner Bros.). . . . Local Rialto, beginning next week, goes on a first-run schedule. . . . Manager Max Hecht is running a couple of old favorites. . . . Playhouse, the oldest theatre in town, which was dark all summer, has been reopened for Italian dramatic shows every Sunday. . . . Jere Healy, circulation manager of the "Herald-News," and 150 of his newsboys were guests of Manager Voorman at the Montauk at the showing of George M. Cohan in "Phantom President." . . . Rialto, which pleased the foreign movie element in Passaic and vicinity with German and Hungarian talkies in recent weeks, has now gone in for Jewish pictures.

MAJOR THOMPSON, one of the RKO bosses, came to Rutherford last week and addressed the Better Films Committee. . . . He told them the great movie public contains only ten per cent of the type of people found in Rutherford, making it especially difficult for producers to satisfy local theatre-goers. . . . P. T. Brennan, district manager for Jersey, and Manager Walter Gutteridge also spoke. . . . Sixty-five children took part in a kiddies' revue of the RKO Rivoli last week. . . . Frances Hart, head of the Rivoli Dancing School, was in charge.

JULIUS SACHS, who used to do publicity for New York houses, has been engaged by RKO to handle public relations work for theatres in this district. . . . His office is in Arlington, but he serves the Rutherford Rivoli and other RKO houses here. . . . The idea is a new one. . . . RKO never had such an agent in this district, but feel they can boost business by such a "contact man."

**Waxman Up**

Clive P. Waxman, formerly assistant manager, World Wide-Educational New York Exchange, has been promoted to New York representative, covering the Eastern offices.

**Farash-RKO Again Talk Up-state Pooling Deal****And Exhibitors Clamor For Product They Can't Get**

A deal between RKO and the Farash Corporation of Schenectady, for the former to take over operation of the latter's theatres in Schenectady and which languished after some activity a few weeks ago, was again approached last week and Lou Golding, RKO divisional manager for the Albany zone, went to New York to discuss the deal again with RKO officials.

This deal would involve operation of the Farash State and Erie Theatres (the latter now being renovated after a fire) and the closing of the Strand and Van Curler Theatres. It would give RKO, with its own RKO Plaza and RKO Proctor's, complete control of the downtown theatre situation in Schenectady.

While the deal was cold, RKO planned to lease the Van Curler for second runs, the former lease held by the Farash corporation being about to expire. But the Farash people claimed a clause in their lease did not permit the owner to execute a new lease until Farash had exercised its option on renewal. Court proceedings were threatened when Farash announced that it would protest against RKO attempting to occupy the theatre.

If the new deal for taking over the Farash theatres goes through, this would automatically quash proceedings in regard to the lease of the Van Curler, which would be closed.

Meantime, other Schenectady exhibitors, representing the subsequent run men, are in a tight place for bookings, as exchanges cannot allot them dates until pictures have been played in the RKO and Farash houses. Some exhibitors are playing films two years old, because the new ones have not been sold in the town.

W. W. Farley is president of the Farash corporation; William Shirley, general manager, and Guy A. Graves, associate general manager, while Lou Golding is in control of the RKO theatres in Schenectady as divisional manager for the Albany zone.

**Amsterdam Theatre Rumor**

Thomas F. Burke, Amsterdam real estate dealer, has secured an option on two Main Street buildings and is negotiating with a theatrical corporation for the leasing of the property for a new theatre. Burke had charge of the real estate dealings that preceded the opening of the Rialto and Strand theatres a number of years ago.

**Utica Legit Looms**

Road shows will return to the Majestic Theatre, Utica, if attendance warrants. As a try-out for some possibility to reopen this house, dark for many months, Bert Leighton, Warner Utica manager, booked "Camille."



# TRAILERS

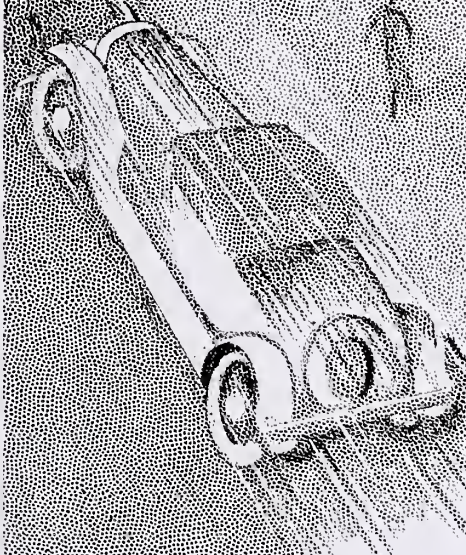
— that SELL

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### Near Riot Averted

Boston Road Theatre, Bronx, Arthur Abeles possession under Louis Gans management, had a near riot (and a lot of publicity) recently when the prices were raised when a Jewish picture played the theatre. The police reserves came out, order was restored, and the theatre was jammed.

It reminded local film folk of the good old days.

#### Heard In

**N**EWARK  
Jacox Friendly, But He Is Shy

By Bob

LOCAL THEATRE MEN'S ASSOCIATION, a more or less sub rosa affair, as yet hasn't accomplished much. . . . Showhouse representatives agreed to bar early bird matinees, double features and previews. . . . Skouras Terminal stepped out of line with a twin bill and a preview. . . . Undercover war between theatres and newspapers still going on, with neither side showing much of a gain, if any. . . . Little Theatre latest to have advertising censorship troubles. . . . "Newark Star Eagle," usually a liberal sheet, and "Evening News," ultra-conservative, refused to accept copy showing native women stripped to the waist. . . . "Sunday Call," which hews close to the "News" policies, took the business, but insisted that the word "sensuous" be deleted.

DON JACOX, new Warner chief for North Jersey, is friendly, but shy. . . . Harry Kalmine, his predecessor, who was shifted to Pittsburgh area where he will supervise sixty houses instead of forty, was given a surprise party at his home the night he took the train. . . . Mrs. Kalmine, a charming woman and an ace organizer, hit on the party idea shortly after noon. . . . At 8 P. M. more than fifty guests, many of them from New York, were assembled at the Kalmine home. . . . Everyone had a great time. . . . The quick order in which the affair was arranged, in addition to being a tribute to Mrs. Kalmine's ability, was a testimonial to Harry's popularity. . . . Incidentally, Mrs. Kalmine is an outstanding example of her husband's shrewdness. . . . Before their marriage she was Harry's secretary and a corking good one. . . . Secretaries quit, so Harry quickly solved the problem. . . . Kalmine will retain his home here and will make the jump every two weeks, there being no Sunday shows in the Smoky City.

IRVING LESSER, former Skouras booker in Jersey, is doing great with Principal Picture, which is headed by his brother, Sol. . . . He is rapidly becoming one of the most popular lads in the Film Center Building. . . . Frank Seltzer, who quit Warner circuit here, where he was in charge of advertising and publicity, seems in a fair way to make a ten strike with his new type of short he is producing. . . . Lou Gilbert, who went from the Capitol in Newark to Warner's Milburn house, has joined Harry Kalmine in Pittsburgh. . . . Shubert Theatre, which dropped legit to go in for a split week vaude-pix policy, is goaling 'em. . . . M. S. Schlesinger's only trouble is with publicity. . . . He can't announce bill in advance, because acts are pulled.

BILL PHILLIPS, manager of Loew's State, because of the depreh, is his own publicity and advertising man. . . . He's doing a better job than was ever done by any of the alleged high-power press agents assigned to his house by New York. . . . Mike Cullen, one-time assistant manager of the Branford, is spending a vacation in Newark and New York with Mrs. Cullen, who, prior to the wedding, was a Ziegfeld show girl. . . . Mike is Loew's district manager in Washington. . . . Frank LaFalce came to town for a short holiday, but spent his time off in a

Gotham wine cellar, doing more reminiscing than drinking. . . . Frank doesn't care too much for Washington, where he is movie defender for Warner. . . . Essex Theatre, a few blocks outside of the downtown area, goes in for five acts of vaude booked from Amalgamated. . . . House will change program on Sunday and Thursday, charging from 10 to 20 during the week and 25 and 30 cents on Saturdays, Sundays and, of course, holidays. . . . Downtown houses still ban "flesh." . . . Frank Damis is in Pittsburgh with Warners.

### "I Am a Fugitive" Has Sex Appeal



Besides Warners' star, Paul Muni, a gripping story, Helen Vinson, Noel Francis and an excellent cast.



# Call Rochester "Exclusive" System Flop as Townspeople Won't Believe

## Listen

Young man, experienced in all branches of the film business, and for many years traveling throughout the country for prominent companies, is available for confidential work. Seeks any sort of contact in film work. Has plenty of good references. Can book, buy, sell.

Write, wire or phone: NEW YORK STATE EXHIBITOR, 1600 Broadway.

## Heard In

# PATERSON

He Writes It—You Read It

By Jim

MISS MARIE BRENNAN, Fabian, says that so far as she is concerned the factories need not turn out another slab of chewing gum. . . . Marion Ainscough, Fabian, affirms that rain, depression and wintry weather cannot dampen the ardor of Fabian clients.

## Theatremen Think Idea Hasn't Been Sold To Local Folk — Second Raters May Have Proved Cause of Failure

"Exclusive" film showings in Rochester are a flop so far. After watching the Loew's, Rochester, try for more than a month, theatremen there are convinced there has been no increase in patronage and the idea has not even clicked with the public.

. . . Frank Hall is wearing a smile. . . . Joe Lefkowitz, who guides and guards the destinies of the Regent, says that the fish story that he caught a double score of pickerel is merely a fish story. . . . Mel Ackerman, Garden, is camping on the trail of a miscreant. . . . Warren Yates, organist, Fabian, has recently received high praise. . . . To James Malone's skilful handling of the Garden Theatre is attributed the success of the cinema during the past trying summer by the higher-ups. . . . Charles Wilkins, Majestic, has been laid up with the "flu." . . . Rest of the Regent faculty are wondering why Meyer Phillips is called for so often by the pretty girls.

BENEFIT PERFORMANCE for the unemployed was given at the Colonial Theatre, Pompton Lakes. . . . Plaza Theatre, Totowa, Sam Greenspan, announced two gift nights a week. . . . Butler Theatre, Butler, N. J.,

Rochester made the mistake of tagging several second-raters as exclusives, thus failing to key the public to the idea as important.

Films were bolstered with expensive stage shows, but these, too, failed to draw when the public found that the much-touted "names" lacked both material and effort.

In that word-of-mouth town it was enough to hurt business for a month ahead.

now gives but two performances a week. . . . Suffern, which recently voted on the question of Sunday movies or not and decided in the affirmative, had its first performance on that day. . . . White collar workers that are now digging ditches in Ramsay, resulting in a lot of publicity for the town. . . . Motion pictures are now being shot in the long-abandoned studios of Fort Lee, North Bergen, Ridgefield and West Fort Lee.

# GREAT ADDED ATTRACTIONS

## Book and Play One Every Week

# FOOTBALL—*for the fan* Series—6—One Reelers

featuring

# HOWARD H. JONES *and* 25 FAMOUS GRIDIRON COACHES



- 1** WEDGE PLAY.....with  
DICK HANLEY—TAD JONES—HARRY MEHRE  
Also HOWARD H. JONES
- 2** SPRING TRAINING....with  
ALONZO STAGG—JOCK SOUTHERLAND—CHICK MEEHAN  
Also HOWARD H. JONES
- 3** THE KICKING GAME.with  
BILL INGRAM—LOU LITTLE—HARRY KEPKE—  
Also HOWARD H. JONES

- 4** THE FORWARD PASS.with  
GUS DORAIS—MAL STEVENSON—AL WITTMER  
Also HOWARD H. JONES
- 5** DECEPTION.....with  
RIP MILLER—LOU LITTLE—CHICK MEEHAN  
Also HOWARD H. JONES
- 6** PENALTIES.....with  
SAM WILLAMAN—WALTER STEFFIN—BILL SPAULDING  
Also HOWARD H. JONES

BOOKED THRU EDUCATIONAL EXCHANGES



Heard In

## SYRACUSE

Split Week Comes When  
Dough Fades

By I. S.

VICTOR W. FRANK, recently appointed manager of Nathan L. Robbins' Ritz here, steps up as district manager of the new circuit which Robbins is forming. . . . Movie editors benefitted by the recent birthday celebration of Katherine Cuff, secretary to Andy Roy, of the Paramount. . . . A wedge of Kate's cake found its way to each desk. . . . To exploit "Rain," Harry Shaw, rotund m. d. of Loew's State, poised two stereoptican machines on the building opposite his marquee, throwing a steady shower of rain on the front of the theatre each night.

PERCENTAGE of Syracuse movie fans able to make two box-office investments each week has proved so low that houses are dropping the split week plan. . . . First, Keith's went back to a seven-day show, and now the Ritz has followed suit. . . . Ritz, by the way, is picking up plenty of Monday evening trade by the good old gag of giving the customers something to carry home. . . . "Fat" Sanders, holding forth with his "Country Store" act, sped the attendance record by 400 the second week of his engagement.

### Kalmine Moves Over

Harry Kalmine, for many seasons Warner's district chief in Jersey, has moved over to Pittsburgh to take command of the division there, succeeding John Harris. Milt Silver goes with him to become the publicity and ad chief, succeeding George Tyson, resigned.

Kalmine made a signal record for himself in Jersey.

He is succeeded by Don Jacox, who has been with Warners in New England.

## Many Depositions in Stanley-Erpi Case

### Must Wait for Radio Suit to Be Heard

Besides the deposition of Harry M. Warner, president of Warner Brothers Pictures, Inc., there are statements bearing the Stanley Company's suit against Erpi, A. T. & T. and Western Electric from 16 other men representing nearly every phase of the moving picture industry, on file in the United States District Court, Wilmington.

### Sport Series Ready

Educational is distributing "Football for the Fan," a series of six football shorts, illustrating all the plays of the game, with famous coaches leading the way.

As a seasonal novelty, it deserves the attention of exhibitors.

### Exclusives for Exclusives

Loew's State, Syracuse, exploited its new "exclusive showing" policy for MGM and United Artists productions with a slogan contest in Hearst's "Journal-American."

Tied in with the theatre are ten Syracuse business houses, which have exclusive agencies for nationally advertised products.

Contestants are required to submit slogans for each merchant. Full-page co-op ads are being used.

### Following Daddy's Lead



Harry Buxbaum, Jr.

Figuring he ought to emulate his famous father, is now captain of the Lawrence (L. I.) High grid team. The elder Buxbaum has a habit of leading the Fox branches whenever a drive comes along, so 'twas only natural young Harry did the same thing. The grid star is 5 ft. 11 in., 16 years of age, weighing 186 pounds. Full-back, he has been drawing raves of met scribes. And to look at the pater, you'd never think it.

Case was docketed for trial on November 2, but in that the government's suit against the Radio Corporation of America, which was down for October 10, it may be possible that the date may be changed.

Judge Nields pushed the Radio suit up without setting a date, because of ill health. Announcement was made that this suit which would last several weeks would be started within two or three weeks or probably a month, depending upon Judge Nields' condition.

Among the depositions besides that of Warner, on file in the Warner-Erpi suit are those of Edwin C. Mills, of New York City, acting on behalf of a number of music publishers; Charles B. Cooke, of Glen Ridge, N. J., senior engineer of Ford, Bacon and Davis, Inc., whose report is a large part of the current mass of material; Frank E. Cahill, Jr., of Laurelton, of First National Pictures, who was later transferred to Warner Brothers; Robert H. Giles, of Lakewood, Ohio, formerly of Erpi and now with Warner Brothers; Daniel Ferguson, formerly of Erpi and now in business independently as a consultant and expert to theatres; Felix A. Charney, of Woodhaven,

## "Any Day Now" Applies to Up-State Circuit Deal

### Think Warner-RKO Arrangement In Albany, Troy Near

Negotiations are now in progress between RKO and Warner officials looking to a pool of theatres in the Albany district which would give RKO control of the booking of the Warner Strand Theatre, Albany, and Warner control of the booking of RKO Proctor's Theatre, Troy.

At present RKO Palace Theatre, Albany, plays Radio, Columbia, and has a split on Paramount and Universal with Warner's Strand. Warner plays Warner, First National, United Artists and a split on Paramount and Universal. The situation in Troy is practically the same.

RKO will gain greater choice of pictures from this pool and Warner will gain financial strength.

### Suit Figure Passes

Expected to play a leading role as a witness at the forthcoming trial of the \$150,000 libel suit brought against the Paramount-Public by Mrs. Minerva Brown, Smyrna, Chenango County, as a result of the screen version of "An American Tragedy," former Supreme Court Justice Irving R. Devendorf, 76, died at his Herkimer home.

Justice Devendorf's notable career on the bench began the year he presided at the trial of Chester Gilette, slayer of Grace Brown; it was that case which was the supposed basis of "An American Tragedy," in book, play and film form.

### Springer-Cocalis Add

The report was current last week-end that Springer-Cocalis had added the four Bolte Brothers houses to their string, making 35 all told.

Wakefield, Burke, Laconia and the B. and B. are mentioned.

consultant and expert to theatres who was employed by Fox Film from 1928 to 1931 and was also with the Randforce Amusement Corporation; James A. Wotton, of Plainfield, N. J., radio engineer and service engineer in the maintenance department of Warner Brothers; Cyril P. O'Toole, of New Haven, Conn., employed by Stanley Company as service engineer in the theatre maintenance department; Charles J. Bachman, of East Orange, N. J.; William J. Charles, Darby, Pa.; Wallace J. Cronin, Washington, D. C.; Philip J. DeInvernois, Pittsburgh, Pa.; Henry D. Behr, Laurelton; Karl G. MacDonald; Sydney Wilmer, New York City, and Victor O. Tresidder, Milwaukee, Wis.

### "False Faces"

Paramount has booked World Wide's "False Faces" for the local and Brooklyn houses

World Wide scores again. Piece features Lowell Sherman and has drawn preview raves on the coast. It's a KBS production. Peggy Shannon, Lila Lee, Berton Churchill, David Landau, Nance O'Neill, Miriam Seegar, Joyce Compton are in the cast.



# NATIONAL Equipment Contract

WITH THESE 24-26 WE HAVE THREE MONTHS AND 24 MONTHS CONTRACTS TO CHOOSE FROM. ALL CONTRACTS ARE NON-CANCELABLE.

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4	10%	9.00
25	15%	45.00
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5	30%	150.00
75	35%	175.00
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● Avoid the unnecessary waste of scattered buying! National Service brings to your theatre the cream of the market in equipment, furnishings and supplies. A complete line from which to carefully select your requirements. You are relieved of worry and time-consuming effort in searching here and there for what you need. Through our enormous buying power, *Quality at the Right Price* is at your disposal and you can see what you buy at National. . . . Why delay needed improvements? Why deny yourself the extra profits these improvements are sure to bring? We have an unusually attractive proposition to offer you—one that should be of interest to you RIGHT NOW. Drop in and talk it over with us or Mail the Coupon and we'll come to see you.

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National  
SHOW WINDOW  
3-SHEET  
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—our monthly bulletin on Theatre Improvements. Watch for it!

National Theatre Supply Company:  
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We are contemplating some house improvements and would like to discuss them with your representative.

Theatre \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Signed \_\_\_\_\_  
(Owner-Manager)

# National

## THEATRE SUPPLY COMPANY

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NEW YORK CITY



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BUFFALO



# Fox Prepares For a Big Box-Office Offensive

Practically every player of box-office value and importance on the Fox Film Corporation's large roster of stars and featured actors has been cast in one of the eight feature productions which that studio has scheduled for release during the pre-holiday season, according to a statement issued by that company.

Such well-known names as Janet Gaynor, Clara Bow, Will Rogers, Charles Farrell, James Dunn, Warner Baxter, Joan Bennett, John Boles, Victor McLaglen and Marian Nixon, as well as Clive Brook, Zasu Pitts, Thelma Todd and Gilbert Roland, who have been borrowed from other studios, are being offered as marquee magnets.

"Wild Girl," "Six Hours to Live," "Rackety Rax," "Tess of the Storm Country," "Call Her Savage," "Too Busy to Work," "Walking Down Broadway" and "Sherlock Holmes" will all serve as excellent examples of the quality pictures exhibitors may expect from the Fox studios from now until the end of the current 1932-33 season.

In brief, here is what places them very high:

"WILD GIRL" has a superb cast, headed by Charles Farrell, Joan Bennett and Ralph Bellamy, with such stellar players as Eugene Pallette, Minna Gombell and Irving Pichel in the other prominent roles.

At a recent preview, before an unsuspecting audience, at Long Beach, California, "SIX HOURS TO LIVE" was received with such enthusiasm that studio officials consider it one of the outstanding films of the season. Warner Baxter plays the leading role, that of a man confronted with the colossal task of fulfilling a lifetime's hopes and desires in the short space of six hours. John Boles, who recently added much to his reputation and following by his magnificent portrayal in "Back Street," is also featured, with Miriam Jordan making her debut in the leading feminine role. Picture was directed by William Dieterle.

"RACKETY RAX," when it first appeared in story form in "The American Mercury," was hailed as one of the year's most hilarious yarns. And on the screen it is more uproarious the screamiest talkie since "The Cock-Eyed World," as one studio executive recently stated. In its large cast is Victor McLaglen, Greta Nissen, Nell O'Day, Arthur Pierson and Allan Dinehart.

"TESS OF THE STORM COUNTRY" reunites those delightful and profitable favorites, Janet Gaynor and Charles Farrell, in a beautiful romance, which won Mary Pickford much fame in the early silent days. Fox has been saving this for what they deemed an appropriate spot and this pre-holiday season is it.

It is a long time since any picture has received the pre-release comment and discussion as has "CALL HER SAVAGE." It can be safely said that this is one production every exhibitor has been waiting for. It marks the return to the screen of that favorite and showman's delight, Clara Bow.

One of the finest roles Will Rogers has



Clara Bow in  
"Call Her Savage"

Charles Farrell in  
"Tess of the Storm Country"

Janet Gaynor in  
"Tess of the Storm Country"



Clive Brook in  
"Sherlock Holmes"

Boots Mallory in  
"Walking Down Broadway"

James Dunn in  
"Walking Down Broadway"



Ralph Bellamy in  
"Wild Girl"

Joan Bennett in  
"Wild Girl"

Will Rogers in  
"Too Busy to Work"

ever played on the screen, equalling his "Sir Boss" in "The Connecticut Yankee," is his new one in "TOO BUSY TO WORK."

A picture that will receive much consideration when the best ten of the year are being chosen is "WALKING DOWN BROADWAY," whose strong cast is headed by James Dunn and Boots Mallory, under the direction of Eric von Stroheim.

When the Fox studios first considered "SHERLOCK HOLMES," a big problem was solved by the selection of Clive Brook to impersonate the famous detective of Conan Doyle's stories. In this production Miriam Jordan makes her second screen appearance as a brilliant follow-up to her work in "Six Hours to Live." William K. Howard, director of "The First Year," "Transatlantic" and "Scotland Yard," directed.



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Hard Workers

Entire staff of Exhibitors Screen Service, Inc., of late has been working right through to the lobster shift to fill the rush of orders resulting from an extensive advertising campaign.

## "Rain" Gets Smooth Horne Biz Campaign

With the Rivoli starting off with "Rain" to record business, credit must be given where credit is due—and in this case it belongs to U-A's own demon ad and publicity generalissimo, Hal Horne.

The AMPA maestro, in line with the campaign on "White Zombie" and the Fairbanks show, secured plenty of enthusiasm for "Rain," with the aid of his advisers and associates in the U-A ad department.

Tie-ups included one with "Cosmopolitan Magazine," the usual number of book windows, with Russek's fur shop, radio hook-ups and what have you. Horne's campaigns are concrete examples of what a good send-off will do, even for the strongest picture.

Monogram Pictures has effected a tie-up with Sherman-Clay Music Publishers to have day and date window displays of the song, "Maybe, Perhaps," with the showing of "The Girl From Calgary."

## Milking Contest

"Flesh" in the form of three milch cows returned to the stage of the Utica, Warner Utica house, the other day, and during a performance sponsored by the Utica Milk Dealers' Association, three pretty maids milked the cows for cash prizes.

The cows were stanchioned on the stage, which had a scenic background depicting the interior of a barn.

## "Brooklyn Strand News"

Warner Bros. Brooklyn Strand has begun publication of the "Brooklyn Strand Illustrated Movie News," supplementing the company's New York theatres' issue of a similar publication. Brooklyn's Strand issue will run to 16 pages, have 50,000 circulation and will contain the same type of material about current and coming Warner pictures, stars and stories as contained in the New York theatres' edition of 100,000 sixteen-page fan papers. Ted Trust will edit.

## Bechtoldt's Xmas Campaign

E. C. Bechtoldt, manager, Sanford Theatre, Irvington, N. J., has begun his Xmas campaigns early, tying up with the Irvington Fire Department to get Xmas toys to be repaired by the fire laddies. The Sanford Junior Club will also contribute.

## For "Broadcast"

In connection with "The Big Broadcast," Century Theatre, "Rochester Journal" and Station WHEC put on a radio audition contest. Ten were chosen from 100 aspirants and the ten went out over the air for the public to pick the winner. First prize was airplane trip to New York.

John J. Breslin, manager, Warner's Utica Theatre, Utica, recently gave his third address before the Kirotext luncheon club.

## Credit Shapiro

A great deal of the credit for the success of "Goona-Goon" at the RKO Cameo, where it broke house records, must be given to RKOite Irving Shapiro, who aided the First Divisioners who organized the program. Shapiro worked hard.

## Syracuse Seeks Aid For Musicians

Faced with the prospect that unemployed theatrical musicians will require financial assistance this winter, the Onondaga County Unemployment Commission, headed by Crandell Melvin, is considering the formation of a symphonic orchestra, which would present a series of concerts in Syracuse and county towns and villages at a low admission price.

Such a plan, its sponsors agree, would make the theatre musicians, left jobless when RKO-Keith's and Loew's State dropped stage shows, virtually self-supporting. It is estimated that upwards of fifty professional musicians are now unemployed and with scanty resources for the approaching winter.

Officers of the Syracuse Musicians' Protective Association, acting on their own initiative, have canvassed the theatre field with a view to leasing a picture house. This plan contemplated commonwealth operation, and the installation of a large orchestra as a counter attraction to "canned" music elsewhere.

The Brighton, South Side de luxe house, now dark, was favored by the association men, but the scheme went into the discard quickly when it was learned that Harry Gilbert still held the lease.

## "Slightly Married" Is an Invincible



Walter Byron, Evalyn Knapp, Dorothy Christy, Marie Prevost and a host of others are found in the Invincible picture, "Slightly Married," distributed by First Division.



Universal Is Kept Rather Busy



Witness Ernie Nevers in "The Lost Special," Melvyn Douglas and Tala Birell in "Nagana," and some atmosphere near "Im-Ho-Tep."

Robbins Begins to Build Up-State Circuit

Gets Former Buckley House in Albany

Nate Robbins, Utica, has leased the State Theatre, Albany, from Alexander Kramrath, owner, who recently took the house back from C. H. Buckley, Albany, independent exhibitor, who wanted to concentrate his operations in his Harmanus Bleecker Hall and Leland Theatres.

State opened with Columbia revues and independent picture bookings. Vic Frank, representing Nate Robbins, had charge of opening the house. Robbins will keep a stock chorus in Albany for his revues and alternate his leads between his Ritz Theatre, Syracuse, and the State, Albany. He will play at a 40-cent top at night and 25 cents matinees.

This will bring burlesque opposition to Albany since the Capitol, owned by W. W. Farley and managed by Oscar J. Perrin, is playing Empire burlesque three days a week and road shows the other three days.

Negotiations are under way to secure a theatre in Utica for the Rismore Corporation, which will send Columbia burlesque revues over a new circuit this fall and winter.

Nathan Robbins, former head of the chain bearing his name, is the general manager of the new concern.

Schaefer in Newburgh

Fred J. Schaefer, for the past three years manager of the Strand, Yonkers, and previously connected with Paramount, Brooklyn, has been transferred by Publix to the Broadway, Newburgh, to succeed Harold Gabrilove.

Bauder in Canajoharie

Strand Theatre, Canajoharie, has been reopened by the Olympic Theatres, Utica, with E. A. Bauder as resident manager.

pleurisy. . . Jack Byrne was in town recently, as were Harry Thompson; Marshall Taylor, division manager, and J. Cappelaris, home office manager of Skouras Brothers. . . Len Garvey, RKO-Pathe salesman, went to Oriskany Falls, October 15, to attend the fifty-first wedding anniversary of his parents, Mr. and Mrs. John Garvey.

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ATTRACTIVE RATES

Heard In

ALBANY
Donovan Builds a Golf Course

By Bill

LOUIS CAPPA, who operates the Regent, Albany neighborhood house, has leased the Regent, Cohoes, thus becoming opposition to Bill Benton's Rialto. . . Benton some time ago closed his Majestic, Cohoes. . . J. Malone, formerly RCA, and Harry Lamont, Queechy Lake exhibitor, are taking a portable sound equipment through villages that have no theatres, thus trying to collect a little coin and getting a reaction as to the possibility of opening a theatre in those villages. . . Nate Sauber, Universal exchange manager, challenged the statement of Ralph Pielow that Ralph had vanquished him at golf in a recent summer tournament. . . Nate says he was compelled to retire from the tournament because of a lame arm and that, barring this, he would have been glad to handicap Pielow. . . "He never beat me and never can beat me," declared Nate to your correspondent.

"WILD BILL" DONOVAN, not the Republican candidate for Governor of New York, but the Tupper Lake exhibitor, is busy constructing a new golf course at Tupper Lake. . . Peggy Warner, clerical force, Fox exchange, surprised her associates in that office on October 15 by announcing that she had, the day before, mar-

ried T. Forrest Brown, Amsterdam, her home town. . . Peggy quit her Fox job at once to work at the job of being Mrs. T. Forrest Brown. . . W. J. Woods, Little Falls exhibitor, is acting as booking agent for several radio acts from the WGY studio in Schenectady. . . Annual clam steam of Film Row, managed by Jack Kraus, former Warner manager, Albany, drew a pretty good crowd from the Row to Bud Sharpe's grove on October 8. . . Bill Shirley and Charlie Fineberg, general manager of Farash Theatres, Schenectady, and manager of the Farash Van Curler, respectively, attended the steam as did C. Russell ("Daisy") Halligan, RKO exchange manager; Tony Ryan, Fox manager, and Ray Smith, Warner manager. . . Jack Swartout, Farash manager of the Griswold, Troy, was also on hand. . . Three former Albany film men, Marvin Kempner, once Paramount exchange manager; Henry Wilkerson, once Select manager, and Bob Wagner, formerly with Educational and now selling independent product, were recent visitors at Film Row. . . Mr. and Mrs. Harry Hellman, of the Paramount and Royal Theatres, Albany, spent a week-end recently in New York with their daughter and son-in-law, the latter the famous radio star, Little Jack Little.

SID ABRAMSON, former RKO-Pathe shipper, and his brother, took over the Grand, Watervliet, last spring. . . They renovated it into one of the best neighborhood theatres in the vicinity, and business has increased. . . Mrs. Carpenter has closed the Lake Theatre, Lake George. . . Vic Burns, Casino, Waterford, has been ill with

"Rackety Rax" Is a Real Football Laugh Fest



With Vic MacLaglen, Greta Nissen, Oozy-Woozy Vince Barnett and others in the Fox picture, "Rackety Rax."



### Movie Drama

A young man walked into the office of the Strand, Ithaca, at 10 P. M., a recent night and engaged the cashier, on the job only a week, in conversation.

"Have you checked up on your night's receipts?" he inquired.

"Not quite," was the reply.

"Make it snappy," the caller said, "I'm in a hurry."

Thinking that he was the manager of a second local house who was to move in as manager in a few days, and whom she had not yet met, the cashier speeded up her report. When she looked around, the night's receipts of \$500 were missing.

Manager Harry Stafford was absent inside the theatre at the time of the robbery.

## Two Suits Expected to Provide Plenty Fireworks

### Kaplan-306, Quittner Legal Tilts Scheduled

Two suits, to be reached on the court docket before the end of the year, are expected to provide local film folk with plenty of fireworks.

One, the much postponed Kaplan-306 distributor suit, for \$200,000 damages, has been postponed many times. It is due soon. Kaplan also has some other actions against him, on personal matters, that will be heard soon.

The Quittner suit against Paramount and distributors, for \$5,000,000 or so, is scheduled for November 14.

The action of the Quittners for heavy damages under the anti-trust law against Paramount and other producers, distributors and exhibitors is expected to come to trial in United States Court in New York the latter part of November. A large number of witnesses will be called. The case has been in preparation for a long time and is regarded as a test, which may have far-reaching ramifications.

The Quittners claim that Paramount-Public, in entering the Middletown field, first sought to lease the State and Stratton houses, owned by the Quittners, but at figures which they say would not have met bonded obligations and taxes.

Denied the leases, Public built a theatre opposite the State, and has since been running it. The Quittners assert that they were denied bookings they were entitled to, and their business was otherwise unfairly interfered with.

Within a year after the new house opened, the Quittner company defaulted on its mortgages, and its two houses were placed in the hands of a receiver, by order of the Supreme Court. Previously, the Quittners assert, they had always been able to meet their obligations.

### Some Youthful Radio Sirens



Phyllis Fraser in "Age of Consent," Julie Haydon in "The Conquerors," and Rochelle Hudson in "Hell's Highway" are just beginning to get somewheres.

### Incorporations

Standard Motion Pictures, Inc., of Manhattan. To deal in the motion picture business.

Garrison Film Distributors, Inc., of Manhattan. To deal in the motion picture business.

Notice has been filed with the Secretary of State of the dissolution of Publix Theatre Managers Training School, Inc., of New York. Also of True Story Films, Inc., of New York. Also of the change of name of Melnick Amusement Corporation, of Brooklyn, to New Broadway Movie Corporation.

Admiration Pictures Corporation of Manhattan. To deal in the motion picture business.

Argus Productions, Inc., of New York. To deal in the motion picture business.

Foreign Language Photoplays, Inc. of New York. To deal in the motion picture business.

Jewel Productions, Inc. of New York. To deal in motion pictures of all kinds.

Hollywood Film Exchanges, Inc. of Manhattan. To deal in the motion picture business.

Light, Inc., of Manhattan. To deal in motion picture apparatus. Capital stock, \$5,000.

Notice has been filed with the Secretary of State of the dissolution of the Locust Theatre Corporation of New York.

F. P. Productions, Inc., of Manhattan. To deal in motion picture films.

Jewish Talking Picture Co., Inc., of Manhattan. To produce Jewish talking pictures.

Paramount Films of India, Ltd. Deal in motion pictures of all kinds. \$5,000.

Atlantic Amusement Co. Operate theatres and other places of amusement \$15,150.

Flag Amusement Company. Operate theatres, music halls, and other places of amusement. \$1,000.

### Mrs. Denis Honored at "Goon-Goon" Luncheon

Mrs. Leila Roosevelt Denis, wife of Armand Denis, co-maker of "Goon-Goon," First Division distributed Balinese picture, breaking records at the Cameo, was tendered a luncheon last week, with newspaper and trade folk present. Mrs. Denis, mother of four children, developed the film and was ever valuable in making it the picture it is. Charming, able and extremely intelligent, she made a fine impression.

Meanwhile, the picture continues on its record-breaking way at the RKO Cameo. It begins engagements up-state this week.

### "Virtue" Crops Up From Columbia



And Carole Lombard and Pat O'Brien, with Mayo Mathot, help to make a success of the new Columbia production, "Virtue."



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "I Am a Fugitive"—WB

Paul Muni, Glenda Farrell, Helen Vinson, Preston Foster, E. J. McNamara, Sheila Terry, Allen Jenkins, David Landau, Berton Churchill, Edward Ellis, Sally Blane, Spencer Charters, Roscoe Karns, Robert Warwick, Noel Francis.

Prison fugitive story, as the title suggests. Some marvelous acting by Muni, a competent cast ably directed, but all in all pretty tough stuff for the family and kid trade to masticate. The whole production has been well done, but usually this type of show, unless with terrific comedy angle, has to struggle against the usual odds.

Estimate: Very well done.

## "Rackety Rax"—Fox

Victor McLaglen, Greta Nissen, Nell O'Day, Alan Dinehart, Arthur Pierson, Marjorie Beebe, Allan Jenkins, Vince Barnett.

Here's a box-office riot, in the true sense of the word. If America wants to laugh it will get its full share from "Rackety Rax," all about some gorillas who started a college, and it all winds up with a football game. Any house will please its audience, and combined with a few novel interludes, it shapes up as strong fall material.

Estimate: Seasonal standout.

## "Red Dust"—Metro

Clark Gable, Jean Harlow, Gene Raymond, Mary Astor, Donald Crisp, Tully Marshall.

That Gable-Harlow combination means big dough even if the picture is the sort of thing Little Willie won't understand. With a rubber plantation as a background for a triangle with another husband thrown in for good measure, "Red Dust" is box office stuff. Gable is back to his he-man role, Harlow the same body tosser.

Estimate: Meaty, and sexy.

## "Little Orphan Annie"—Radio

Mitzi Green, May Robson, Buster Phelps, Matt Moore, Edgar Kennedy, Kate Lawson.

Mitzi Green—that's all—and plenty. Radio can't have any doubts about what this will do at the box offices it was intended for, and neither will smart showmen. Based on the comic strip, but not essentially sticking to its theme, "Little Orphan Annie" is fashioned for adults and kids. It'll turn the trick.

Estimate: Mitzi means money.

## "Trouble in Paradise"—Para

Miriam Hopkins, Kay Francis, Herbert Marshall, Charles Ruggles, Edward Everett Horton, C. Aubrey Smith, Robert Greig.

Mark up another for Paramount. Herr Lubitsch has contributed box office, with a production that is headed for mass enjoyment with class attention. The cast is all-star, all feature, all money. The yarn, as usual, is of fluffy material, but when entertainment is considered, it's filled with box office dynamite.

Estimate: Swell show.

## "Men Are Such Fools"—RKO

Leo Carrillo, Violette Osborne, Una Merkel, Joseph Cawthorn, Tom Moore, Earle Foxe, J. Farrell MacDonald.

Good production, but the whole thing just doesn't click. Carrillo's name may help a bit, but as it stands now, "Men Are Such Fools" has an intriguing title, some good players and little more.

Estimate: Just a picture.

## "Telegraph Trail"—Warners

John Wayne, Frank McHugh, Marceline Day, Otis Haran, Yakima Canutt, Duke.

Western with the background one of building the first telegraph line across the open spaces, and Warners have another clicking horse opera.

Estimate: Satisfactory.

## "Trailing the Killer"—ww

Caesar, the Wolf Dog, Francis McDonald, Heine Conklin, Tom London.

A dog picture, but what a dog picture. All action, showing how a mountain lion is hunted and tracked down, it is a novelty that should get its own share of attention. Bennie Zeidman had a hand in its making. All exteriors, it will satisfy everyone.

Estimate: Different, and looks like money.

## "Hidden Gold"—U

Tom Mix, Judith Barrie, Raymond Hatton, Donald Kirk, Eddie Gribbon, Tony.

Bank robber, then closee, Tom sorree, girl unhappee, Tom boxee, turn stool pigeonee, get in with gangee, learn allee, find monee, whoopee.

Estimate: Zowee.

## "Fighting Gentleman"—Frueler

William Collier, Jr., Josephine Dunn, Natalie Moorhead, Cranford Kent, Pat O'Malley.

Fight picture with a fair cast that should satisfy where they like action features. It has its good points and its bad, so in the long run it will do about what is expected of it. Feature cast will help.

Estimate: Average.

## "Faithless"—MGM

Tallulah Bankhead, Robert Montgomery, Hugh Herbert, Maurice Murphy, Louise Closser Hale, Anna Appel, Lawrence Grant.

With Paramount not having done right by its Tallulah, Metro places her in a role similar to those she has been using, surrounds her with a feature cast and may get away with it. In fact, Tallulah may get started (she never did under the other banner). Unfortunately, this yarn, tale of two wealthy folks hit by the depression, with the Bankhead going down the skids (reconciliation after sacrifice following) isn't much, but this is no novelty for the Tallulah.

Estimate: Nicely done, but remember.

## "Six Hours to Live"—Fox

Warner Baxter, Miriam Jordan, George Marion, Sr., John Boles, Halliwell Hobbes, John Davidson, Beryl Mercer.

Neat programmer with a two-name male standout, good direction and a novel yarn. No question but that this is in the money. The Baxter-Boles combination will turn the trick and attract the women folk. Fox has given it nice production, the background is a bit different, so prepare for the best.

Estimate: No headaches here.

## "Scarlet Dawn"—Warners

Douglas Fairbanks, Jr., Nancy Carroll, Lilyan Tashman, Guy Kibbee, Sheila Terry.

This won't start a cycle, even if it does throw one back into the effects of the Russian revolution. The Fairbanks-Carroll duo doesn't shape up as too much, probably because of story delinquencies. But Warners have been sending through some good ones, so this one can be forgiven.

Estimate: Forgiven.

## "Cowboy Counsellor"—Allied

Hoot Gibson, Sheila Manners, Bobby Nelson, Skeeter Bill Robbins.

Excellent Gibson western, like most, of those which have gone before. Gibson's shows run a bit more to plot, "Cowboy Counsellor" packs action with a bit of intelligence. Where they go for the cowboy stuff, all will be well, and a lot of other houses could also get away with it.

Estimate: It's all right, Hoot.

## "Phantom of Crestwood"—RKO

Karen Morley, Ricardo Cortez, Anita Louise, H. B. Warner, Pauline Frederick, Ailcen Pringle, Skeets Gallagher, Sam Hardy, Mary Duncan.

Backed by a terrific radio hook-up, "Phantom" should be able to hold its own at the box office. It rates as a pretty well organized mystery murder piece with the radio backing clearing up any doubts at the box office window. Ably directed, there shouldn't be any trouble anywhere.

Estimate: Fair.

## "Hot Saturday"—Para

Cary Grant, Nancy Carroll, Randolph Scott, Edward Woods, Lilian Bond, William Collier, Sr., Oscar Apfel.

Just a picture and about the weakest so far this season from Paramount. Title is intriguing, but when the returns are in "Hot Saturday" will not have been any audience record breaker. But it has the usual Paramount class, so that's something.

Estimate: So-so.

## "4th Horseman"—U

Tom Mix, Margaret Lindsay, Fred Kohler, Edward Cobb, Buddy Roosevelt.

Probably the best of the Mix releases and a dough flicker in the horse-loving towns. Story isn't new, but proper direction and plenty punches help out.

Estimate: Good.



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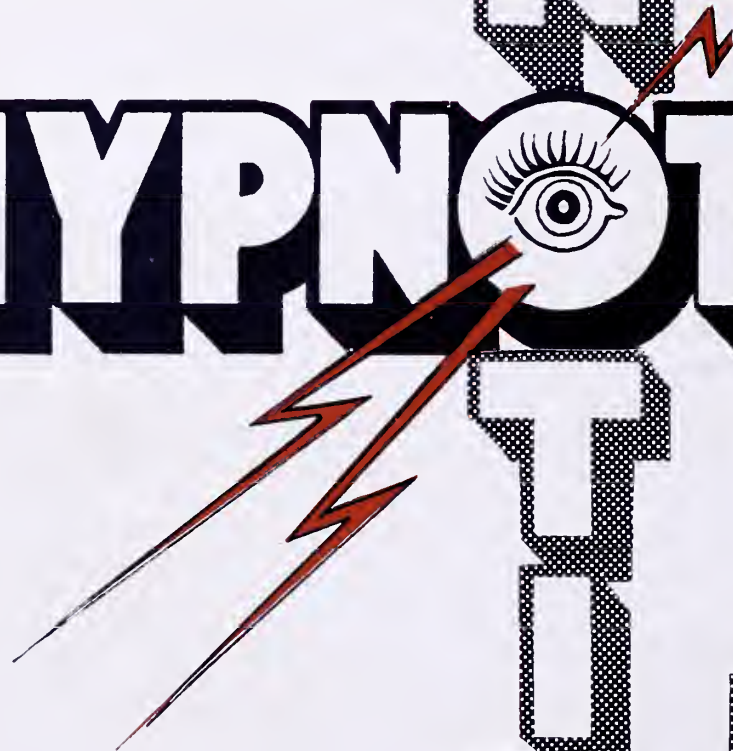
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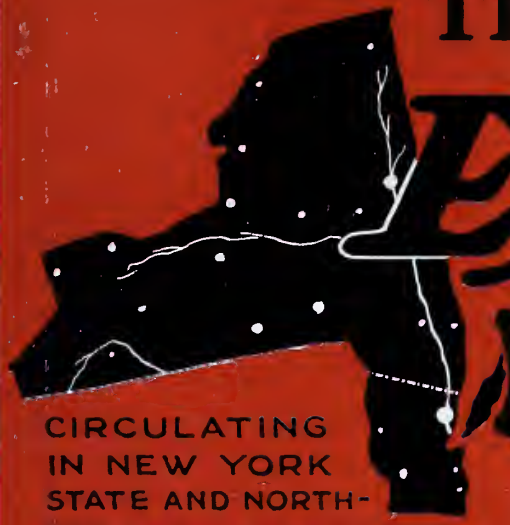
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Vol. 5—No. 5

NEW YORK, NOVEMBER 10, 1932

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11	12	13	14	15		
<b>"GOONA-GOONA"</b>						
<b>"GOONA-GOONA"</b>						

**OCTOBER**

Su	Mo	Tu	We	Th	Fr	Sa
<b>"GOONA-GOONA"</b>						
<b>"GOONA-GOONA"</b>						
<b>"GOONA-GOONA"</b>						
<b>"GOONA-GOONA"</b>						
<b>"GOONA-GOONA"</b>						

**NOVEMBER**

Su	Mo	Tu	We	Th	Fr	Sa	
<b>"GOONA-GOONA"</b>							
<b>"GOONA-GOONA"</b>							
<b>"GOONA-GOONA"</b>						18	19
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**Real \$\$\$ Into**  
**Rivoli's Till**

Dollars, like the rain that's hit New York this week, are pouring down on the Rivoli where the opening stanza of "Rain" is expected to hit between \$42,000 and \$43,000. First five days shot the take to \$33,500.

**VARIETY**  
**'Rain' 17G, N. O.**

New Orleans, Oct. 17  
 'Rain' is transcending all else locally with Joan Crawford mag-net. Will get over \$17,000 at Saenger\*\*\*\*  
 Saenger (3,400; 25-35-50) 'Rain' best b. o. card of the week, \$17,000.

**VARIETY**  
**'Rain' Big in Baltimore**

Baltimore, Oct. 17  
 There's no question that the big roll will come from Joan Crawford at the Stanley in 'Rain.'\*\*\*\*  
 Stanley (Loew-UA) currently snaps back into the heigh-ho figures with 'Rain'\*\*\*\* On the Crawford punch, house is screening to high \$18,000.

**MOTION PICTURE DAILY**  
**"Rain" Heavy Frisco Draw**  
**With \$19,500**

SAN FRANCISCO, Oct. 24.—The re-opened United Artists "Rain," The picture will go two or three weeks more.

# JOAN CRAWFORD RAIN

Presented by JOSEPH M. SCHENCK

is flooding box-offices everywhere with dollars

IN A LEWIS MILESTONE PRODUCTION with WALTER HUSTON

UNITED ARTISTS PICTURE



# The New York State EXHIBITOR

Issued on the Tenth and Twenty-fifth by

## Emanuel-Goodwin Publications

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Vol. 5, No. 5

November 10, 1932

### *Cleaning Up the Backyard*

**O**UT of the current cordiale between M. P. T. O. A. and Allied there is reason to believe that certain benefits may be secured. Basically, whatever is gained will be shared by every member of the exhibiting fraternity. When the job is finished, it should be a job well done.

But there is another job that awaits the M. P. T. O. A.-Allied, and it does not deal with the distributor. Rather, it is the problem of the independent exhibitor.

In larger cities, where the evil has more opportunity to flourish, there has grown up a practice that is both annoying and unfair. In short, it is the method by which the succeeding run advertises its shows in program, lobby and outside the house before the run ahead of him and sometimes before the first-run in the city has played the picture.

Currently, in some situations, "Grand Hotel" and "Horsefeathers" seem to be favored. The lowly subsequent many times seizes the opportunity to advertise the attraction before preceding runs play the show.

It is a practice such as this that the distributors lay before exhibitors when they say that exclusives are necessary. Methods of this kind brings an argument that can not be denied. Granted that the lowly runs have a right to retain their patronage, but there is no clause in the contract that gives them permission to use an unethical mode of doing business. If they were hurt by this scheme of things, they would probably be the first to complain.

Contracts, generally, deny the right of the subsequent runs to advertise in this manner. But, all in all, such an evil is not one for the exchange to handle. True, it might discipline an offending exhibitor by setting his date back 60 or 90 days, but in the long run, the question of the unethical exhibitor is one for exhibitors themselves to govern. If, as has been pointed out, they cannot take care of their own backyard, why tell the neighbors next door what to do?

One prominent chain operator will dismiss anyone in his organization who attempts this practice, on the theory that the public selects the show it wants to see, thereby staying away till a special comes along, losing revenue for the theatre, due to advertising too many shows in advance.

Excessive protection, which should be used against the exhibitor who thinks he is in business for himself and not for the industry as a whole, might aid the problem, but the surgical relief is in the hands of the exhibitors. If they cannot prove their ability to come of age, let them take steps to educate themselves.

### *New Schemes*

**I**T is not an idle guess—prediction that the distributors see the handwriting on the wall, begin to realize that exclusives are not all they were supposed to be on paper.

Already there are rumors, through the usual distributor-organ channels, that other merchandising plans may be established, that producers are considering new ideas in distinguishing weak pictures from the good. Less is being said of the benefits of exclusive operation. Grosses are proving that the gold of the smash does not glitter for the weak sister.

The "exclusive" idea has no place in this business. Neither has any distribution scheme which seeks to undermine the fundamental foundations on which this industry rests.

But try them all. By their own failures shall they be recognized.

### *Loyalty*

**A**HOUSE manager, fatally injured in an automobile accident, whispers, as he draws his last breath: "Tell my brother to open my house in the morning."

Another, undergoing a serious operation, comes out the ether, manages to blurt forth: "Please see that my house opens on time."

Say what you may about chain operation vs. independent operation. There is no distinction in matters such as these. The show must go on, and does. Regardless of troubles, worries, family grief, panics, depressions, etc., the show always goes on.

Quite a business, this industry of ours.

### *Presidential Bugaboo*

**T**HE presidential bugaboo, which has been included in the list of reasons why people aren't going to the theatre these days, has disappeared from the horizon. Radio-sitters who have been kept in these many nights are now available as prospective theatregoers.

Unfortunately, such matters as the depression, weak pictures, high rentals, excessive protection, exclusives, etc., are not so easily disposed of.

But the settlement of the presidential campaign helps a little bit, a fact for which we may be thankful.





# Predict Voluntary Arbitration May Return to Business Within 30 Days

## Attend That Meeting

Local units, T. O. C. C., Allied Jersey, New York State Jersey and inde exhibitors are expected to attend the December 1 exhibitor session at the Park Central.

The meeting has support of all leaders of all factions.

It is imperative that a gigantic turnout be registered to impress everyone with the seriousness of the situation.

Make plans now.

## Heard In

### 44TH STREET

National Theatre Points the Way

NATIONAL THEATRE SUPPLY COMPANY has been rather active these days, which, in itself, is the best sign of how business conditions are. . . . When National Theatre feels an upturn, that is the logical signal, but when exhibitors feel they can afford to put more dough into their houses, then, certainly, it is an indication of what confidence in the future is. . . . They had a party for Joe Joel, FD, turning 65. . . . And what a party! . . . FD, incidentally, is getting set for a load of dates on "Goonna-Goonna," whenever that certain picture is ready. . . . Jack Bellman, over at Hollywood, is expecting "The Iron Master" to do pretty well for itself. . . . It is an Allied.

HERMAN GLUCKMAN, Capital, having completed his conference with Phil Goldstone and the Majestic folk, reports that "The Unwritten Law" is expected to do nicely. . . . Majestic's first crop is getting good time. . . . "Red-Haired Alibi" is the latest Tower. . . . Over at Universal, Leo Abrams, with "All-American," "Once in a Lifetime" and "The Old Dark House" getting Broadway send-offs, has reason to be proud. . . . Even Syndicate, with "Her Mad Desire," is getting Broadway conscious.

## Roosevelt Victory Gratifying

Election of Governor Roosevelt to the presidency of the United States will prove gratifying to many exhibitors who supported him.

While the industry never went on record officially for him, many of its leaders were on his side. The industry expects the new administration to be especially favorable toward it, it is believed by independent exhibitors.

Frank Walker, associated with Comerford enterprises, was national treasurer, while Charlie O'Reilly headed the Democratic theatremen's division.

## Washington Conference Finds Sidney Kent and Exhibitor Leaders in Accord—Pave Way For Organization Okay On All Developments

Belief that voluntary arbitration should return to the industry within 30 days and that a new standard contract, correcting many of the evils in the industry will be adopted by the producers soon, was expressed by Sidney R. Kent, Fox Film executive, during the recent Washington deliberations of the committee of exhibitors who met with that leader last week.

THE DRIVE being practically completed, it looks like Jersey, with Earle Sweigert in charge, may come in first in the Paramount big push. . . . The baby is doing fine, even if it does keep him home nights. . . . He stays home nights, anyway. . . . Henry Randel, the dashing fashion plate, who hypnotizes exhibitors with the quality of Paramount pictures and his own individuality, thinks Brooklyn won't do so badly by itself, either. . . . While Milt Kusell just sits by and smiles.

MOE STREAMER, over at UA, has plenty of reason to smile, what with "Happy Go Lucky," "The Kid From Spain" and "Rain" working the territory soon. . . . RKOites Bob Wolff and Bob Drumm would rather talk about "King Kong" and "Mysteries of the French Police," the RKO stuff, as well as "Little Orphan Annie." . . . While Ed Schnitzer couldn't keep the Paramount dates for World Wide's "False Faces" a secret at all.

LITTLE DOES THE EXHIBITOR know the athletic prowess of Harry (Fox) Buxbaum. . . . Harry was a halfback at Harvard in 1908, and the other branch of the family (Herman, of Dartmouth), was spectacular at the Indian school three seasons ago. . . . And now Harry, Jr., is a star at Lawrence High.

WARNER BROTHERS PUBLICITY STAFF placed a live pumpkin with a picture of Joe E. Brown in its New York exchange, thus handing the exhibitors quite a laugh. . . . Copy on the pumpkin reads: "Joe E. Brown in 'You Said a Mouthful.'" . . . Stunt is particularly appropriate as the Brown picture is scheduled for day and date openings in key city spots during Thanksgiving week.

LESTER CAHANE is now with RKO exchange. . . . He has a sports reputation. . . . The New York and Brooklyn Paramount booking departments have seen some changes. . . . Charles Mendelson is now associated with Educational. . . . Pete Lewis is kept pretty busy these days. . . . If any exchange wants a competent man, for everything except selling, get in touch with this office. . . . There is a man available who knows exhibitors of the territory and all the angles of the business like few do.

MISS GUSS, who is secretary to Marty Schiff, U office manager, will become a Mrs. the night before Xmas. . . . Having seen how happy her boss is (Marty became a Mr. not so long ago), she is taking the fatal step. . . . But don't say you read it here. . . . And, of course, everyone is happy because the Democratic ticket was elected here and elsewhere.

M. A. Lightman, George P. Aarons, Charles Picquet, Ed Levy, J. B. Fishman, Earl Van Hynning, Jay Emanuel and Fred Wehrenberg, for the M. P. T. O. A.; Abram Myers, Sidney Samuelson, Herman Blum and Nathan Yamins for the Allied; Sidney Kent for Fox, while Sidney Lust and A. Julian Brylawski, Washingtonians, were also present.

A plan (reprinted elsewhere), which will be presented to exhibitors at the Chicago meeting, November 28, and the New York session, December 1, was discussed, and finally ironed out.

Such an agreement, which entails a new standard contract and a new selling policy, with a 25-cent minimum admission for certain pictures, would be effective for 3 years, if adopted by distributors and exhibitors.

A committee, Ed Levy, M. A. Lightman, Jay Emanuel, Abram Myers, Sidney Samuelson, Nathan Yamins, was formed to go to New York to contact producers and secure approval from each individual company. This will then be ratified or rejected by the two mass-meetings scheduled November 28 in Chicago and December 1 in New York.

## SIDELIGHTS

MICHIGAN withdrew before the deliberations began because the state feels the Brookhart bill is the only solution. S. R. Kent's refusal to bind all companies was another reason.

IT WAS REVEALED that Fox West Coast is losing about \$60,000 each week. Admissions are down 250,000 a week, as against last year.

"CAVALCADE," "State Fair," on the Fox contract, will be road-showed as specials, indicated S. R. Kent.

"SIGN OF THE CROSS," on the Paramount contract, will be pulled out and road-showed. Others will also be taken out and resold, it is understood.

SECTIONAL ORGANIZATIONS must approve any of the committee's deliberations, it is understood. The two planned mass meetings must also accept.

SIDNEY LUST AND A. JULIAN BRYLAWSKI, active in local welfare work, are co-chairmen on the Washington committee. A special film was made.

FRED WEHREBERG, who claims he did the same thing in his theatres, spent part of his time picking up cellophane wrappers. He explained it was an old habit.

ABRAM MYERS sat Gandhi fashion. He was like a tailor who cut out all the bad spots of the industry and sewed up the producers.

IT WAS REVEALED also that Will Rogers was the biggest star on any program west of the Mississippi, according to Fox records. But that didn't include theatres east of the Mississippi.



# Rebuilding the Future

**A**n industry, with a wealth that runs into billions daily patronage and daily receipts in its thousands of theatres—has slumped, fallen into a pit out of which many for a time thought it would never climb. It lost the proud dignity which made it one of the world's greatest businesses. It has been legislated against and taxed beyond endurance.

But there are indications that its rebirth, rebuilt and cleansed of everything that clung to it as parasites in its prosperous days, is imminent. There is reason to believe that out of evil may come goodness.

There are signs that the purgative administered by the depression will wash from within the entanglements of prejudices, unpleasant and improper practices, narrow-minded rivalries, egotistical attitudes and attendant selfishness. The inter-dependence of every company and individual on fellow-industry-ites has knit a solid wall of defense against evils from without.

The valley in which this business has been struggling is finally leading to a long road that must lead to a new day. But this era cannot be made possible without a new spirit, a new feeling on the part of everyone in this industry.

Mechanically, too, the business has gone through the revolution of sound, has reconstructed itself in its very fundamentals, has gone back to school, has made the mistakes, has rectified these errors, until now the proper combination for making good pictures appears to have lead to a succession of good, entertaining pictures.

If this business will really be rebuilt, it must start from the foundation. It requires the co-operation, the sincerity of everyone—the distributor, chain and independent.

A great executive has said: No chain is stronger than its weakest independent competitor. This, in itself, expresses the whole situation.

No chain, great or small, can expect to prosper unless the industry prospers. No independent, no matter how small, can ever expect to attain a lasting sense of security and peace unless he does his bit to co-operate with his fellow man, regardless of whether or not he is a circuit or an independent.

The day for rebuilding is at hand. Out of the experience gained from years of struggle, of constant battling, of continual prejudices and losses, a new light of tolerance must come.

And the new light will not only be reflected in the box office. It will be surrounded with a halo that indicates that once and for all a spirit of tolerance and fair dealing has arrived in a business that has suffered, has almost crucified itself, has nearly died in a struggle to reach that goal.

Emanuel-Goodwin Publications, Inc., entering upon its fifteenth year of striving for this era which approaches, pledges its services, its facilities and its every effort to bring about a new day in motion picture history.

# We accept

"After 15 unstinted ser fighting side with exhibit every class... tling wrongs...

manding rights... promoting

welfare of the industry as a whole... great victo

to its credit... EMANUEL-GOODWIN

PUBLICATIONS still are on the firing line

marching on... with a new ideal... a new object

as their goal... 'REBUILDING AN INDUSTRY

"The rallying into a vast and solid cooperative mo

forces of the motion picture business for the quick and

of an industry that has lost much ground, financially an

"With 15 years' experience behind them... a

circulation... and the respect of all... THE EXI

every effort... all their editorial influence... all

will... toward this end.

"The opening gun of the new campaign will be fired

our New Year with our 15th ANNIVERSARY ISS



# the challenge-Mr. Goldman!

Nov10'32 pg. 7

**WARNER BROS. THEATRES**  
STANLEY COMPANY OF AMERICA, INC.  
PHILADELPHIA, PA.

Emanuel-Goodwin Publications,  
219 N. Broad Street,  
Philadelphia, Penna.

October  
26th  
1932.

Gentlemen:

Having read with deep interest, and having recognized the truths forcefully set forth in the editorial "Rebuilding the Future," appearing in the October 15th, 1932 issue of *THE EXHIBITOR*, which, with the other splendid and valuable Emanuel-Goodwin Publications, is about to celebrate its 15th Anniversary,--a celebration which will mark the rounding out of 15 years of the most constructive kind of service in the interests of the motion picture theatre operator and the film industry as a whole,--I am not only prompted to pay my sincere tribute to the publishers and editors, with respect to that article, but to offer my congratulations and to extend my appreciation of the noble work they are doing in behalf of all of us.

Impartial in their policies and viewpoints, frank and honest in their statements of facts, as I, personally, have come to know and welcome *THE EXHIBITOR* and its affiliated trade magazines, these publications offer to theatre men a common forum for free and open discussion of our problems, local and national, and, when so desired, a common battleground upon which to fight for our individual and collective demands.

This grand opportunity which is afforded us, each and every one alike, to be a representative of a chain or circuit of theatres, or lone independent, deserves the utmost support in any and every possible way.

This 15th Anniversary celebration seems to me to be a most fitting time to express good-will feelings toward a publication dedicated to our interests. I feel that every theatre operator owes a vote of thanks to *THE EXHIBITOR* for what it is trying to do in welding the industry into a solid organization of united interests for the satisfactory solution of many problems which still confront it. Unfortunately, I fear, all of us do not fully appreciate that effort which is so bravely being made.

The editorial to which I have referred is most timely. It strikes deep into the very vitals and fundamentals of successful business. It points an unwavering finger as to the direction which we must go, the course we must pursue, if we are to live and do business in that peace and harmony among all concerned, which is so desirable and so absolutely necessary. For where there are peace and mutual understandings among competitors, coupled with sound business methods, there also is profit.

2.  
There have been too many years of constant battlings and misunderstandings, of prejudices and ill-feelings, with consequent losses. As *THE EXHIBITOR*'s editorial so aptly and succinctly put it, "No chain, great or small, can expect to prosper unless the industry prospers. No independent, no matter how small, can expect to attain a lasting sense of security and peace unless he does his bit to co-operate with his fellow man, regardless of whether or not he is a circuit or an independent."

Happily, the relationship between chain and independent is being woven into a closer bond of mutual interests, and between them there is being worked out a more harmonious program. Each has experienced a share of the heartaches and headaches.

But a new day is dawning, a day in which we are settling out to rebuild for the future, and into that rebuilding must and will go, as one of the great foundation stones, the light of tolerance.

This is no time for pessimism. The motion picture industry, generally, has weathered the storm of depression, while other great corporations and industries, figuratively, like helpless infants, are crying for milk.

The motion picture industry, and I include the theatre operators, still has its local and national problems, but it is solving them, one by one. It behooves every man connected with the industry to put his shoulder to the wheel, give all of his intelligence, strength, co-operation and showmanship to the cause of united effort so strongly urged and so plainly outlined by *THE EXHIBITOR*.

I take this opportunity of extending my personal thanks to *THE EXHIBITOR* for that effort and to wish it continued success, for it would, indeed, be a severe loss if for any reason we should be denied so informative, so co-operating and so valuable a publication in every way to our interests.

I believe that most theatre men feel as I do; that we must stand shoulder to shoulder in promoting our best interests; that we have much to lose and nothing to gain by any different course or program; and that in publications like *THE EXHIBITOR* we have a staunch ally with our welfare at heart. I, for one, am glad to learn that Emanuel-Goodwin Publications, Inc., entering upon its fifteenth year of striving for a new era of tolerance, fair dealing and sound business methods, has pledged its continued service and promises to make use of all of its facilities towards that end. For this, I am sure, we are all deeply grateful.

Yours very truly,  
*William Goldman*  
William Goldman.

## A LETTER FROM MR. GOLDMAN

General Manager

STANLEY WARNER COMPANY  
Philadelphia Unit, Warner Bros. Theatre

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## Sidney to Sidney

Sidney Lust: "You understand, of course, Mr. Kent, the evils of percentage."

Sidney R. Kent: "Yes, and I understand the good of it, too."

## EXPRESSIONS AT THE CONFERENCE

### Sidney R. Kent

Fox will be satisfied with the contract, including changes mentioned.

I do not believe in exclusives and never will. Such a plan will only harm the business. Everyone will eventually be affected if such methods continue.

The 25-cent minimum admission plan, starting from first run, is being tried in the South. It is working out well as a substitute for the exclusive idea first suggested there. Even with such a plan most houses could get at least 80 per cent of the total product. Ten-cent theatres should not be sold.

Naturally, under the 25-cent minimum admission arrangement, the other runs would have to be raised, when such pictures are played, in proportion. This would be necessary to allow the idea to be worked out. Everyone was satisfied when the 15-cent admission clause was placed in the Paramount contract. Many objected to it at first, but it made money for exhibitors and producers.

When first tried out, fewer pictures must be included in the category of specials, so the public would appreciate value.

From my observation I believe every company will go along except one. That one will accept everything except the last 5 per cent of the cancellation privilege.

No one should be forced to buy shorts if he can't use them.

That still is a matter for some discussion.

Double features are fundamentally destructive.

A lot of practices have been thrown out of the window because of the depression.

If the producers and exhibitors don't get together on this plan, there will be plenty of trouble with no one gaining.

## What the Exhibitors Will Be Offered

Tentative plan to be presented at the exhibitor meetings scheduled within a month at Chicago and New York will include the following:

Ratification and approval will be requested on a new standard contract, formulated by exhibitor representatives with special references to the following:

A general plan of voluntary arbitration, through creation of a National Board of Appeals and Conciliation, to which controversies of serious national aspect could be taken. Arbitration, in its local aspect, would be much along the same lines as formerly. The national board, a new set-up, would handle all cases not decided by the local group and any issues not covered in the contract.

When an exhibitor has purchased all product of one company, he would be entitled to cancellation privileges along this line:

Elimination of 5 per cent without any payment.

Elimination of an additional 5 per cent upon payment of 50 per cent of the film rental thereof.

Elimination of an additional 5 per cent, the time and film rental to be made up by additional playing time on one or more of the remaining pictures; the exhibitor to guarantee that the film rental of such additional playing time would at least equal the film rental for such 5 per cent of eliminated pictures.

Regarding booking of shorts with features:

A fair rule would be the purchase of three reels of shorts for every feature picture. This would be the formula used generally except in double-feature situations where 1½ reels as a measure could be used. News reels to be included.

Regarding pictures not generally released for the season in which sold:

The clause in the present Fox contract is considered satisfactory, with another clause providing that notice be given the exhibitor of the release in the succeeding season of the picture.

Regarding substitutions:

Pictures sold with stars or as star pictures generally cause the most substitution trouble. A fair solution here would prohibit substitution of such star pictures. The exhibitor, too, should have the privilege of naming the star or stars as to which he would not be obligated to accept substitution.

Regarding exclusives, protection, zoning:

A system through which the bigger pictures, approximately 50 in a season, should not be sold at less admission than 25 cents, is suggested. If this were put into effect and carried out, protection troubles and zoning difficulties would be in a fair way to being solved. Even the first runs would raise their admission on these pictures.

Three years from now you won't be able to buy on the block booking plan. A new order of affairs will be current in this industry.

There are a lot of pictures being made that don't make money at the box office, but they are helping us build stars.

Voluntary arbitration should become effective within thirty days, I believe.

There is less playing time, less theatres open, and more changes than at any time in this industry's history.

The theory of less pictures does not make for better pictures.

Six years ago, at Harvard, I said chain operation as conducted could not survive. Two years ago I repeated myself at Philadelphia. What's happening?

JULIAN BRYLAWSKI (the only exhibitor present who had an exclusive franchise: "Five companies are selling me exclu-

sive in Cumberland, Md., where there are 35,000 people and seven theatres. Business is not any better under the exclusive plan. I would gladly tear down the exclusive sign if I could. I find myself in the position of holding the bear by the tail. Next year I will not buy exclusives, price cutting war or no price cutting war." (Applause.)

ABRAM MYERS: "I paid 15 cents to see a feature, seven acts of vaudeville, news, comedy and orchestra at the Oriental, Chicago. What chance has the small exhibitor against a policy of that kind?"

### As Kent Sees It

"A theatre manager of one company in a competitive spot told me he needed all the pictures to stay in business. I asked him why he didn't sell the opposition one of the theatres, instead."

### Brylawski Resignation Banned

Julian Brylawski some time ago handed in his resignation as a v.-p. of the M. P. T. O. A. because he had bought exclusives. It was not accepted, the organization feeling that individual attitudes did not change the aspect of the whole thing.

Brylawski, incidentally, was re-elected president of the local M. P. T. O. for the ninth time, almost a new record.



### Metro On Spot

It was the universal opinion that the Metro business methods were disapproved by exhibitors at the session.

The company was the only one coming in for unanimous panning.

HERMAN BLUM: "Houses using double feature should be forced to buy 10 single reels for every feature, in order to abolish that evil."

ABRAM MYERS: "There are no exclusives in Allied territory. It would not work out there. Therefore, why should we go for the Kent plan? Producers don't need the exhibitors' approval. If they have a desire to do anything, they'll do it anyway."

J. FISHMAN: "Raising prices at this time, in accordance with the 25-cent admission plan, is economically unsound at a time when everything is coming down."

FRED WEHREBERG: "We should not trade on exclusives. The idea is wrong."

ABRAM MYERS: "Acceptance by Allied of this proposed contract and subsidiary plans would mean giving up years of work. Before Allied accepts, it wants to be certain the industry will benefit."

M. A. LIGHTMAN: "Fifteen per cent of contracts written today are double feature contracts."

ABRAM MYERS (in reply to a question by S. R. Kent): "Under the present laws, I don't believe block booking illegal."

ABRAM MYERS: "The companies should not be hampered in their efforts. They realize the need of good pictures more than anything else."

ABRAM MYERS: "Sidney Kent had made the best deal the industry has ever received. The new cancellation clause changes the entire aspect. It is really gratifying. And now to get the exhibitors to approve."

## Hammons Hails New Plan for Decentralization

### Says Industry Will Benefit Through Moves

Decentralizing of theatre operation under way at the present time is the most hopeful sign for the future of the picture industry which has developed in years, according to E. W. Hammons, president, Educational Pictures, and chairman executive committee, World-Wide Pictures.

"This decentralizing movement," said Hammons in an interview, "is simply getting back to the fundamentals on which this industry built its original great success. When the big circuits go a step further and decentralize their film buying as well as their theatre operation, they will have made another move which, in all sincerity, I believe to be necessary before our industry can be put back on the profitable basis which we all wish for.

"John Hertz is absolutely right in his statement that the interests of the theatres themselves can best be served by placing more authority in the hands of the local manager. No executive a thousand miles away can possibly hope to have the grasp of local conditions which the alert showman can have after long daily contact with the clientele of his theatre, or to know so well the needs and desires of that local patronage. In the proper handling of short subjects, this is especially obvious. Many a show has been saved by the judicious selection and presentation of the proper short subjects to meet local conditions, just as many another show has been handicapped by their improper use.

"The next logical step in this important forward movement back to fundamentals would seem to be the placing in the hands

### Paramount Shakes Up

Sam Katz has resigned as chairman of the board of Paramount Publix, the position is still open, and the trade is aghast at the speed of that latest development in corporate set-ups.

Resignation occurred when there was a lack of a vote of confidence in Katz's policies, so he resigned. Decentralization of theatres was said to be the actual reason.

John Clark has officially resigned as western sales manager for the company, going to Fox, with Neil Agnew succeeding. Three other men were moved up in the ranks.

of the local showmen of the buying of their short features, so that they would have full authority to determine what short pictures they will play as well as when and how they will play them. This much could be brought about immediately although the complete stabilization of the picture business demands local buying of all feature pictures as well as short subjects, and this will have to be brought about eventually to restore the complete open competition which is so essential to the development of the highest quality in any line of product."

### In to Stay

Empire State Motion Picture Operators' Union is in to stay.

Agreement between A. H. Schwartz, Lee Ochs, Ben Sherman, Moses Silverman, representing Century, Ochs, Manhattan Playhouses, and Benenson houses and Empire, indicates the present agreement to use Empire lasts until August 31, 1937.

This ends the rumor that Empire would only be here for a day.

### The Greatest Premium Since Dresserware!

## The PEACOCK BLUE Housekeeping Set

IS IT CLICKING? ASK THESE EXHIBITORS:

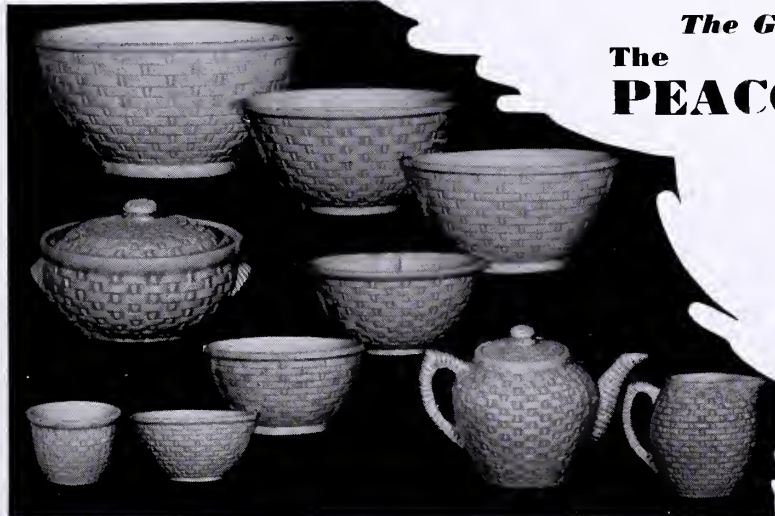
"INCREASE MY ORDER TO 1200 PIECES."  
OSCAR ALTHOFF, NEW FAMILY, MAHANAY CITY, PA.

"RUSH 210 ADDITIONAL. RAN SHORT AGAIN."  
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BELA LUGOSI  
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YEAR'S  
BEST

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**"Tragedy" Suit Postponed**

Argument of motion of counsel for Paramount-Publix, New York City, to dismiss the complaint filed by Mrs. Minerva Brown, Smyrna, for \$150,000 damages, did not take place at Norwich on the scheduled date, for some unannounced reason. It will come up later in the term of court presided over by Justice Hiley Heath.

The suit is the result of the showing of the picture, "The American Tragedy."

— Heard In —

**B U F F A L O**  
Harry Seed Wants to Be  
Lucky

— By Mary Ann —

AL MAMAUX, one of the headliners at the Hip, received a lot of publicity when the local sport editors interviewed him in his room back-stage. . . . He also appeared before the mike of WBEN. . . . Charlie Taylor and Bob Murphy, Shea, have found one cure for the depression. . . . They both won food certificates at a local restaurant. . . . All the Shea theatres effected an excellent election returns tie-up with the Buffalo "Evening News." . . . Theatres, in turn, gave the tie-up publicity on the screen and in lobby displays. . . . Philco radios were also tied-in with the stunt when the receiving sets were installed in each of the Shea theatres, so that returns could be taken from WBEN. . . . All the Shea theatres put on late shows election night, starting at 10.30 and lasting until 1 A. M. in the downtown theatres, and until 12.30 at the communities. . . . V. R. McFaul journeyed to New York for a conference with Paramount officials.

HARRY BERMAN is now back on the downtown staff, putting over some excellent tie-ups at the Buffalo and at the Century. . . . Eddie Mead is now taking care of part of the Shea community theatres publicity. . . . Lupe Velez appeared in person at Shea's Buffalo. . . . She was greeted at the station by Mexican Consul Lancaster, V. R. McFaul, general manager, and other officials at Shea's. . . . Occupants of the Film Building are extending heartfelt sympathy to Pearl Sherwood, elevator operator, whose mother died suddenly. . . . Dave Bisgier, Shea art department, is putting out some very attractive lobby work these days. . . . Harry Bisgier, by the way, is now in charge of the lobby displays for the Shea community theatres.

EVERYONE is sorry to hear of the illness of Sam Mineo, talented and popular pianist at Shea's Buffalo. . . . Sid Samson, Fox Buffalo manager, left for Boston for a trip. . . . Bill Rowell, Fox salesman, is writing 'em up 100 per cent in his Rochester territory, having closed deals with Strand, West End, Monroe, Webster, Liberty, State, Dixie. . . . C. Cabellero and M. Taylor, Skouras, announced the reopening of the Cataract Theatre, Niagara Falls. . . . Looks like Fox week on the Buffalo Rialto. . . . Harry (Milder) Seed, Warner Brothers' manager, is seen eating at Laubes practically every day. . . . He must be interested in one of those \$5 food certificates.

ON FIRST DIVISION'S 1932-33 program of 64 pictures, the exchange has 18 pictures already on the floor. . . . It has practically doubled business of last year and contracts are coming in thicker and better than ever. . . . F-D has managed to gain the confidence of all the exhibitors in the short while that it has been up this way and it is very gratifying to see how exhibs are co-operating with them.

CLAIR HAGUE, general manager, Universal, Canada, spent one day in town, most of which was spent with Frank McCarthy, eastern sales manager. . . . Otto Siegel, Universal salesman, is among the first five salesmen in the eastern part of the community. . . . It looks like he is going to collect a cash prize. . . . Emma Abplanalp, Chicago Film Board secretary, spent a day recently in Buffalo to attend the conference of the Federation of Women's Clubs. . . . By way of Winchelizing: "Who is the new so-called "kindergarten gigolo" who graces one of the larger chain organizations. . . . Yogersts, Universal, are heiring. . . . Rene Craven, assistant booker, Fox, is still living in her new apartment. . . . Reports point to success of the benefit dance, given for the Unity Theatre baseball team.

BOB BERTCHY, division manager, First Division, predicted Roosevelt's election. . . . "False Faces" was screened at the Fox exchange. . . . Johnny Osborne immediately scheduled it for a week's run at the Capitol Theatre, Elmira. . . . With the snow coming on, Elmer Lux, manager, First Division, finally decided to move back to Buffalo after spending the past seven months at his beautiful summer home. . . . Film Row extends deepest sympathy to Marie Bahl, secretary, V. R. McFaul, on the sudden death of her father. . . . Frank McCarthy, eastern sales manager, Universal, spent one day at the Buffalo office, where he was greeted heartily by his many friends. . . . Since the National Theatre Supply Company moved across from the Film Building, exhibitors are continuously seen coming and going. . . . They like to do business with Al Becker, manager, who greets everyone with a smile.

BOB WAGNER, well known in the upper state territory, has been appointed as a special representative of the eastern part of the upper state of New York. . . . Herbie Hoch, manager, Rialto Theatre, Buffalo, got out of a sick bed to attend a meeting of the M. P. T. O. . . . Subsequent run theatres at Niagara Falls are contemplating raising their prices. . . . Universal held a midnight private preview screening at the Great Lakes Theatre, of "Air Mail." . . . Jerry Spandow, Universal salesman, spent the past week-end in Pittsburgh on account of the illness of his mother. . . . Al Barnett, Universal manager, states they are enjoying very good business on "Once in a Lifetime" and "Back Street."

AND THIS STRAIGHT from one of U-A's publicity men whom I interviewed: Douglas Fairbanks is now on a hunting trip in China, where he hopes to capture a white tiger or two. . . . Gagi, the famous monkey in "Mr. Robinson Crusoe," is now a native of Albuquerque, New Mexico, after a summer in Atlantic City and New York. . . . "Mr. Robinson Crusoe" opened its engagement at Shea's Century, November 4. . . . Mary Pickford is to join Douglas Fairbanks for the holidays in Europe (cable just received). . . . Gagi, the monkey, who steals the picture from Doug, enjoyed a daily bath in the ocean and it was quite an effort to get him out of the water.



Heard In

**S Y R A C U S E**

Morris Joins Lampe at Eckel

By I. S.

SEYMOUR MORRIS, former exploitation man, Columbia, is the new assistant to Gus Lampe, managing director, Eckel. . . . Future of the Empire is still uncertain, with the brand new marquee awaiting lights. . . . "Buddy" Freeman, assistant at the RKO Keith house, is on the sick list. . . . As is also Charles K. Wilkes, chief inspector of public assemblies.

NEWLY REFINISHED, smartly decorated and well patronized Ritz Theatre may be an entirely different place from the old Syracuse, which it has replaced, but to the forces of the law it's the same old stand. . . . So it was decreed in Supreme Court here when the Onondaga Happy Hour Theatre Company, operating the Rivoli, asked for an injunction restraining the newly named Ritz from the first showing of "Unholy Love." . . . Rizmore Corporation, which recently leased the old Syracuse Theatre and renamed it the Ritz, contracted for a first run of the Hollywood Picture's Corporation "Unholy Love" and announced it for a week run. . . . The injunction was made permanent due to a clause in the Rivoli's contract for subsequent-run rights of Hollywood Pictures Corporation products which specified that the Rivoli should have the films before the Syracuse Theatre. . . . Warren Winkelstein, appearing for the Ritz management, argued that the Ritz is not the Syracuse, but an entirely different theatre and was remodeled at a cost of \$15,000. . . . It was held the contract was based on prices charged and that the Rivoli's high price is 20 cents, while the Ritz has a box-office tariff of 30.

BACKING a motor truck to the back door of the Elmwood Theatre, South Side neighborhood house operated by James Constantino, cracksmen carted away a safe containing \$200 in cash and \$18,000 in mortgages and insurance papers.

**M. E. Comerford On Jack Dempsey**

Jack Dempsey's trip around many theatres has been in the nature of a triumphal tour. The real human Dempsey is in evidence. The things he did and the heights he reached in pugilism will always endear him to the hearts of those who love the sport, and one of the greatest, fairest and finest exponents.

The great heart that never failed in the squared arena is ever with him. He shows it now in a superior way. He becomes a real part of the community in which he appears and makes the theatre the outstanding center of every community thought. Jack Dempsey is a wonderful asset to the American theatre. He has dignified and elevated the sport in which he led, and makes the recipient of these great world honors one of the most substantial of all contributions to the vaudeville stage.

While in Scranton, Pa., Dempsey was the guest of the Boys' Industrial Association. He went to this great meeting of one thousand eager and energetic boys, accompanied by M. E. Comerford and Henry Stezer, director of the association. He never received a better reception. The boys made his visit a memorable one for all concerned. Dempsey made an address that would do credit to any trained leader. It was well worded, replete with wholesome advice and suggestions for the lads. He told them of the need for physical and mental development, and how essential it was to lead clean and active lives.

He pointed out some of the pitfalls and especially urged all to refrain from using liquor until they were men, and then they would be able to care for themselves in this and other relations. Dempsey yielded to the importunities of Scranton civic leaders, and visited the leading orphan school there, making a pleasing talk to the little folks, telling them that every opportunity in life was theirs and to always have courage and hope.

In speaking of Dempsey's visit to Scranton, M. E. Comerford said: "Of course I always knew the human Dempsey best. He certainly made a fine impression here. He was given a great reception and I believe can always exceed every expectation anywhere as a stage attraction and a friend of community work."

**Majestic Advances**

With the completion of "The Unwritten Law," Majestic has passed the quarter mark on its proposed schedule of twenty-six productions.

"The Unwritten Law," Majestic's first November release, is an original story by John Krafft. Christy Cabanne directed under the personal supervision of Phil Goldstone, Greta Nissen, Skeets Gallagher, Mary Brian, Louise Fazenda and Lew Cody, head the cast, which includes, also, Hedda Hopper, Purnell Pratt, Theodore Von Eltz, Mischa Auer, Arthur Rankin, Wilfred Lucas and Ernie Adams.

Other completed productions are: "Hearts of Humanity," Christy Cabanne's production of the Olga Printz-lau story, with Jean Hersholt, Jackie Searl, Claudia Dell, J. Farrell MacDonald and Charles Delaney; "The Phantom Express," Emory Johnson production, with J. Farrell MacDonald, William Collier, Jr., Sally Blane, Hobart Bosworth, and Eddie Phillips; "The Crusader," Frank Strayer production of the play by Wilson Colli-son, with Evelyn Brent, H. B. Warner, Lew Cody, Ned Sparks, Walter Byron and Marceline Day, and three Jack Hoxie Westerns; "Gold," "Out-law Justice," and "Law and Lawless."

Goldstone is now preparing for early production on "The Vampire Bat" and "Sing, You Sinner."

**Kallet—MacNeilly**

Miss Margaret MacNeilly, sister of Mrs. Myron J. Kallet, whose husband owns a chain of theatres in Central New York, and Nathan Kallet, brother of the playhouse magnate, were married the other day at Buffalo by an Episcopal clergyman. They will reside at Oneida.

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OF FAITHFUL SERVICE

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For The 1932-33 Season

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**THE BEST ACTION PROGRAM**

(FEATURES) In All Of (SERIALS)

**Our Eleven Years of Existence**

**ALREADY—SOLD TO—ALREADY**

*Such Major Circuits as*

- WARNER BROTHERS
- SKOURAS BROTHERS
- RKO THEATRES
- PUBLIX THEATRES
- SMALLEY CIRCUIT
- BENTON CIRCUIT, Etc.

**WHAT ARE YOU WAITING FOR?**



## Heard In

## CROSSTOWN

Sherman, Finney Get Some Offers

AL SHERMAN and ED FINNEY are still looking for someone to produce their play. . . . Thus far they have had offers from a herring wholesale dealer who wants the script revised so that the hero is a fish merchant, and another from a widget manufacturer who thinks that if there would be that sort of love interest he would back it. . . . With tears in their eyes, the boys are refusing.

DEATH of Milton Corson, long associated with the Brecher houses, came as a shock to local exhibitors. . . . He was 34. . . . If the Motion Picture Club wants a good bridge player, tell it to get Paul Greenhalgh, who has a connection with this paper. . . . Greeney is third best in Philly. . . . Mother of Harry Shiffman, connected with the Brill circuit, died recently. . . . The Embassy, newsreel house, is now three years young. . . . Burlesk bowed to trick films when the Central dropped the hip-shakers. . . . Ken Henry is at the Park Plaza.

PLENTY OF LOCAL THEATRES gave special election performances announcing the returns as they came in. . . . Ed Finney is a great radio announcer. . . . Lowell Carter is with Exhibitors Screen Service.

MONOGRAM is now in its newly enlarged home. . . . And a slogan, "America's Leading Independent" comes to light. . . . Page First Division, which has used "The World's Leading Independent" for years.

COLUMBIA'S HALLOWE'EN PARTY, exchange and home office, was a big success. . . . Jerry Safron, U. S. circuit sales chief for Columbia, has been ill, after an operation. . . . Louis Geller is a bit better than he has been. . . . With the Xmas season coming on, local Motion Picture Salesmen, Inc., is getting ready for nominations (equivalent to election), and the annual Xmas-New Year's frolic.

E. SPIEGEL has the Public Theatre, closed for a spell. . . . Irving, burlesk citadel, plays pictures Sundays. . . . Harry Brandt has the Gaiety, which plays a picture policy. . . . Aurora Amusement Corporation is reopening the Royal, formerly the Palace, Port Jervis, Thanksgiving Day. . . . Starr, Brooklyn, is being handled by the Ridgewood Amusement Corporation. . . . Richmond Hill Operating Corporation has taken the Jerome, Richmond Hill. . . . L. W. Feld, interested, was connected with the Howard Beach Theatre, Howard Beach, L. I. . . . B. M. Bondy, Frank Kaiser and Will Otis are interested in the Lee, Brooklyn, now that the Machats have gone. . . . Lido, formerly American, Yonkers, has closed. . . . Last operator was Rosensweig.

GOOD LUCK, INC., has taken the Majestic, Jersey City. . . . Maybe they'll need it. . . . Ginsberg and Linder interested. . . . Frank Keeney added another to his growing string when the High Arts Amusement Corporation took the Bronx Opera House. . . . Alterations are in progress. . . . Sons of Italy will operate the Park, South Plainfield, N. J. . . . Miller and Weisenfeld have taken the Dunellen,

### Prophetic

Titles of the two pictures on the double feature bill, Colonial Theatre, Pompton Lakes, N. J., were "Successful Calamity" and "By Whose Hand?"

Colonial was completely gutted by fire a few mornings later at a loss estimated at \$100,000.

### DeHaven On Own

A. Milo DeHaven, associated with the J. C. Bolte theatres as manager of the Wakefield and in charge of publicity, exploitation and short-subject bookings for the circuit, has resigned.

A. M. DeHaven was formerly connected with the Publix circuit. He has taken over the Fort Lee Theatre, Fort Lee, New Jersey, on a six years' lease. House will be operated on a four changes per week policy, with a combination picture and vaudeville bill on Sundays. Another theatre will be taken over soon.

### Quarreling Peters

Complicated legal fight over the Majestic Theatre, Hornell, has resulted in Warner Brothers seeking injunction to restrain Mr. and Mrs. Fred F. Peters from interfering with operation of the house. Warners claim that the Peters have refused \$2,750 rental check and seek to operate the theatre themselves. Majestic was closed all summer because of the controversy.

Dunellen, N. J. . . . Ritz, Kingston, is now in new hands. . . . With Voght out. . . . S. and S. Amusement Company, Inc., C. F. Smith, prexy, has taken the Sussex, Sussex, N. J. . . . Beacon houses had a change in set-up when the Apollo became a 10- and 15-cent second run, with the Paragon, first run.

BRITISH INTERNATIONAL PICTURES has appointed Harry J. Cohen as its representative in all the South American countries. . . . Cohen's duties in this position are in addition to his activities as American representative for B. I. P. at Powers Pictures, Inc.

## Postponements Feature 306-Empire Court Tilts

### Hear New Body May Expand Everywhere

Postponements in the current cases involving Local 306—Kaplan operators' union, Empire and the distributors have been the order of the day.

After being postponed many times, the action of Local 306 and its subsidiaries against distributors was again delayed on the docket. \$200,000 in damages is asked in that action.

Meanwhile, the I. A. T. S. E. investigation into the local Kaplan union has been proceeding in Washington with the executive committee conferring with officials of the American Federation of Labor on the matter.

Empire has taken steps to remind the trade that it intends to be a permanent body.

Grand jury investigation into the attempted dynamiting of the Loew Paradise, Bronx, is proceeding, also. This is expected to take weeks, with about fifty witnesses scheduled. Action on Simon vs. Kaplan is due soon also, in which a receivership petition is included.

Meanwhile, there are reports that Empire, either in its own name or another, may expand to other sectors. In other words, there is information around that rival unions to the present I. A. T. S. E. groups will be formed in other large cities. Names of people of high standing in the industry have been mentioned.

Picketing on both sides, of course, continues.

### Says They

Newburgh Central Labor Union has requested that the Strand, Harry Friedman, manager, employs two operators.

### Tom Brown, Zita Johann, June Clyde



Universal's players are busy, what with "The Mummy," "All-American" and other pictures on the way.



Heard In

## PATERSON

Fire Reports Our Head Fire Laddie

By Jim

COLONIAL THEATRE, Pompton Lakes, leased by Harold Blumenthal and Richard Edelson, was completely gutted by a fire. . . . Loss is estimated at \$100,000. . . . Colonial was built nearly 20 years ago and was then called Cowdery's playhouse. . . . Just a few weeks ago Messrs. Blumenthal and Edelson spent a small fortune in extensive repairs.

FRANK COSTA, manager, Warner Ridgewood, gave the children a rare treat. . . . All who were dressed in holiday costume and accompanied by their parents were admitted free Hallowe'en. . . . Westwood recently voted for Sunday performances and the Pascaek is taking advantage of that fact to present vaudeville that day in addition to movies. . . . The Pascaek is the only theatre in Northern Bergen County showing vaudeville. . . . O. E. S. Martha Washington Chapter has been showing movies featuring the Eastern Star home, Bernardsville. . . . In Ridgewood about 1,500 persons attended an exhibition of educational fire-fighting films at the Warner theatre fire-prevention week. . . . Public school children attended by classes, chaperoned by their teachers.

BUTLER THEATRE, Butler, which tried out a policy of only opening two days a week, now is open four days. . . . Pascaek Theatre, Westwood, is emphasizing Friday nights as Family Nights.

PLAZA, Sam Greenspan, proprietor, is now featuring a German photoplay on occasional Saturday nights after 11 P. M. . . . Russian Orthodox Greek Catholic Church of Singpac presented the "King of Kings" at a benefit for the Russian National Home. . . . There was weeping and wailing and gnashing of false teeth at the Capitol Theatre, Passaic, recently. . . . Burglars gained entrance to the dressing room of the theatre and made off with nine coats, three pairs of trousers and other property belonging to the employees. . . . The Parent-Teachers' Association is planning to present "The Phantom Express" at the Oakland fire station in the near future.

### First Run Always

There is a wealthy but crippled woman living in a small town on the Hudson River who has been for years a good patron of the exchanges. Her physical condition forbids her entrance in a picture theatre, so she had movies in her own home in the silent days. When the talkies came, she tried to have sound equipment installed in her home, but found the fire laws a bar. So she has had a screen and projection machine erected out-of-doors, with the sound equipment operating inside. She sits in her window, sees the films screen on the lawn and hears the talk from the machine in her house. She takes the newest pictures as fast as the exchanges can supply her with them.

### Quality Premium Arrives

For the past year news has been trickling through to film row regarding the profits exhibitors in Philadelphia have been making with premium give-aways of a different type and quality. New York theatremen will now have an opportunity to pass judgment on these give-aways.

Quality Premium Distributors, Inc., with branches in Philadelphia, Pittsburgh, Baltimore, Boston, Minneapolis, Dallas, Texas and Los Angeles, have opened an office and showroom at 336 West 44th Street, where they are displaying their several premium lines. Their leader is the Peacock Blue Housekeeping Set, a strikingly attractive gift ware with every other piece a flash piece.

In charge of Quality Premium's office will be Bill Madison, former film man, who enjoys one of the widest acquaintances among exhibitors of any man in the industry. Madison, besides being a well-known ex-film merchant, knows horses and both talks and rides them.

Heard In

## HUDSON COUNTY

Carroll Puts on Weight, It Seems

By Ike

BEN KAPLAN AND JOHN ROSE new faces at the Stanley. . . . Bill Granger waited patiently for duck hunting. . . . Ethel Oxley was honor guest at a convention of the Golden Scepter order. . . . Margaret Keith returned after an illness. . . . George Dumond put on a stage and screen midnight show at Loew's election night. . . . George Freeman celebrated a birthday October 22. . . . James Cambridge returned from Michigan with his bride. . . . Al Lippe and Whitey Egberts were both struggling with codes. . . . Doorman J. Commerford is studying to be a prison guard. . . . The Loew usher staff gave a party to celebrate Chief Barr's 16th birthday. . . . Frank Mainhard, veteran Bayonne theatremán, managing the reopened Bayonne Strand. . . . John Trezzo, projectionist, likes to play the DeWitt grand piano.

CHARLIE CARROLL has put on weight. . . . Ben Ostrow is his publicity man. . . . Charlie's car can only be described as a dream. . . . And, speaking of cars, Maurice Hatoff is learning to drive one. . . . The pleasant voice at the other end of the wire in the Skouras executive office is Dotty Scott. . . . Speaking of that Carroll man again, his secretary is Rose Scheerer, former secretary to Morris Katinsky, of the N. J. T. E. . . . Majestic has reopened; was dark for several months. . . . Loew's set aside a night as Dickinson High School football night. . . . Tom Walkden is back on the job after a slight operation on his nose. . . . Al LaPernt says the writer will never break 100. . . . But Al will never break 130. . . . So there, Mister. . . . Pete Finnerty was one of the speakers at a political rally. . . . It's Tommy O'Connor, the lad with the loud voice and confident manner, that writes all those theatre notes for the "Sunday Press."

Heard In

## PASSAIC

Benefits Loom and Merchants Tie-up

By Eye-Ess

WHEN IT APPEARED last winter that hundreds of Passaic's poor and jobless would have to go hungry and cold, Warner Brothers, through Manager Garry Voorman, donated the use of the New Montauk for a benefit show. . . . Over \$5,000 was raised. . . . Another show, with stars of the screen, radio and stage as feature artists, will be given at the Montauk. . . . Gray Burt, organist at the Capitol Theatre for eight years, brought his own orchestra to Passaic recently for a benefit show for Veterans of Foreign Wars. . . . Local foreign movie craze was capped recently with a Russian talkie at the Strand (Pashman Brothers) in Clifton. . . . Rialto (Hecht) is still running German talkies.

THRIFT TICKETS, giving movie patrons a 10 per cent reduction on books of admission stubs, are being sold by RKO Rivoli, Rutherford. . . . Manager Walter Gutteridge says the plan is working out O. K. . . . "Break-in-Nite" has been introduced as a feature at the Rivoli every Friday and Saturday. . . . China gifts for the ladies are being handed out at the Strand in Clifton and the Ritz (Dick Ettelson), Garfield. . . . Ritz is also going in for the "Break-in-Nite" idea.

REN (Gottesman), East Rutherford, recently marked its fifth anniversary. . . . Frank Gersten was the first manager. . . . Jack Portee is in charge now. . . . Cy Ledin, dancing instructor, gave a Kiddie Revue at the Montauk last week. . . . Same show will be given at the Rivoli after Thanksgiving. . . . Manager Voorman was host to a gang of "Herald-News" kids at the showning of "Cabin in the Cotton" at the Montauk.

"HERALD-NEWS" runs a good movie column that has proven popular with theatre fans and managers. . . . Robbin Coons, who writes the stuff, gives a lot of intimate news. . . . Clifton High School Alumni will run a movie night at the showing of "Smilin' Thru" at the Montauk. . . . Dozen Clifton merchants will take part in a business tie-up with the Strand. . . . They have donated a collection of merchandise for distribution among the theatre's clients. . . . Garry Voorman used two loud speakers, attached to a nearby radio store, for ballyhoo for "The Big Broadcast," raising the voices of Bing Crosby and the other stars above the din of Main Street traffic and the tumult of the Erie's choo-choos.

### Stratford Spruces

Stratford (Publix), Poughkeepsie, has installed new sound equipment and sound-proof seats. John A. Hartung is manager.

. . . Mr. and Mrs. Jim Cambridge received a radio set as a wedding present from the Loew's gang. . . . Whitey Egberts engaged to Miss Charlotte Berks, of Union City. . . . Bob Deitch handling Stanley publicity under direction of Larry Conley. . . . Conrad Daubener has replaced Pete Dawson in the Stanley service staff. . . . Pat Tauhey is so ambitious to learn the publicity ropes that he helps Bob Deitch in his spare time.



# What Aesop said STILL



HERE'S A LITTLE FABLE  
BY MR. AESOP THAT EVERY  
EXHIBITOR SHOULD DIGEST



## THE DOG AND THE SHADOW

*THERE* was a dog who, while swimming with a real bone in his mouth in the river, saw the shadow and reflection of the bone in the water, and foolish as he was, hoping to get two bones, he opened his mouth to grab the shadow and thereby dropped the real bone.

*MORAL*—What is most truly valuable is often underrated.

Nov10'32 pg. 14



JACK SAVAGE

Now, Mr. Exhibitor, your profit days depend upon high class quality Westerns. Intelligent booking of quality Westerns always showed a profit no matter what happened to other pictures. They deserve the very best houses and the very best days of the week. There are many exhibitors who saw the shadow of cheap, inferior Westerns that could be purchased at a price, and the playing of these Westerns is ruining the entire market for "Quality" Westerns and theatre profit. Your patrons know, and are staying away. It is up to you! Get back on the Bandwagon! Put back "Quality" Westerns! Forget cheap imitations! Keep the real bone and meat! Don't be misguided by the "shadow" of a cheap imitation. Remember the fable of Aesop! Pay fair prices.





**2000 years ago -  
HOLDS GOOD!**

**There Is  
A "Quality" Western Star-  
Who Is The Leader Of  
Them All!**

*Ed Hammons*  
PRESENTS

**KEN  
HIMMAYNARD**

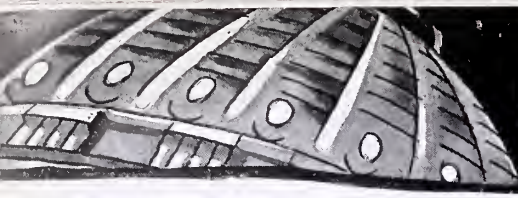
AND HIS  
WONDER  
HORSE  
"Tarzan"

YOUR BREAD  
AND BUTTER  
STARS!

Nov10'32 pg. 15







# ROARS of PRAISE

Nov 10 '32 pg. 16

## "★★★★ 4 STARS! A MOVIE

"FAST-MOVING, EXCITING AND AT ALL TIMES ENTERTAINING." *N.Y. World Telegram*

"EXCELLENT PICTURE. BETTER PUT IT ON YOUR 'MUST SEE' LIST." *Chicago Post*

"A-1. BEST SMARTER LEASED IN 1932."

"Good exciting drama." *Albany Knickerbocker Press*

"It entertains. You'll like it!" *Washington Daily News*

"It's good"

"3 stars . . . certainly a worthwhile picture!" *N.Y. Daily News*

"One grand round of entertainment!" *Chicago Tribune*

"Timely, for audience"

"Fast-moving melodrama packed with fireworks." *N. Y. Eve. Journal*

"Admirably directed and splendidly acted!" *Washington Herald*

"Washington hereby reco"

"Oughtn't to be missed!" *Brooklyn Daily Eagle*

"Rings the bell. Exciting from start to finish. Undoubtedly will draw big crowds!" *Baltimore Post*

"A picture"

"It's an in-the-bag affair . . . a bang-up Columbia production to add to the sure bets." *Film Daily*

"A load of dynamite and should be an out-and-out clean-up." *Variety (Coast Bulletin)*

"Exhibitors five-star all"

# "WASH MERRY"

**LEE TRACY**  
**CONSTANCE CUMMINGS**

Walter Connolly · Alan Dinehart

Story by Maxwell Anderson

Screen Play by Jo Swerling

Directed by **JAMES CRUZE**

**YOU NEED 'EM**



from **NATIONS CRITICS!**

**WITH A PUNCH!"** *Liberty Magazine*

**"ACTING AND  
DIRECTING RE-  
HOLLYWOOD**

*Washington Times*

**"ONE OF THE FEW PICTURES  
YOU OUGHT TO SEE THAT  
YOU'LL ENJOY SEEING!"**

*Kansas City Star*

**"HERE'S A HONEY! IT'S A  
WOW! IT'S WORTH A  
RAVE!"**

*Toledo News Bee*

n!"

*Harrisburg Telegraph*

**"You will find it fascinating."**

*Chicago Daily News*

**"Exciting . . . tense and timely!"**

*N. Y. Evening Post*

**ch-packed, sure-fire  
aser!"**

*Toledo Morning Times*

**"Exciting entertainment. Get  
aboard for the ride of your life!"**

*Washington Post*

**"Outstanding movie of this type  
for all time . . . Sensational is the  
word . . . Tremendous power."**

*Memphis Eve. Appeal*

**'Merry-Go-Round' is  
ended."**

*N. Y. Sun*

**"Vigorous and entertaining drama . . .  
effective entertainment."**

*N. Y. Herald Tribune*

**"Smashing drama."**

*Washington Eve. Star*

**for all Americans."**

*N. Y. American*

**"Picture which giddy flappers  
and serious-minded adults will  
enjoy."**

*Chicago American*

**"Good spell-binding stuff! En-  
thralling drama!"**

*Baltimore Eve. Sun*

**cash in heavily . . . it's  
way through."**

*Hollywood Reporter*

**"A sure dough getter . . . this one ought  
to draw the crowds and satisfy them  
plenty."**

*Film Daily*

**"Offers an excellent opportunity to  
cash in."**

*Motion Picture Herald*

**INGTON**

**GO-ROUND**

Nov10'32 pg. 17

*Columbia*



**HAS 'EM**



## Heard In

**A L B A N Y**Donovan's Nickname and  
"Goono-Goono"

By Bill

"WILD BILL" DONOVAN, Tupper Lake exhibitor, has been getting a lot of indirect fame these days because his nickname was the same as the Republican candidate for governor. . . . Incidentally, "Daisy" Halligan, RKO-Pathé exchange manager, claims that he gave Donovan his nickname. . . . Mrs. Joseph Becker, Loon Lake exhibitor, closes her theatre when the summer tourists leave. . . . She keeps open right through the winter for the natives, though. . . . Alec Taylor, Bolton Landing exhibitor, also operates a restaurant in the theatre building and acts as chef in summer. . . . Community Theatre, Schroon Lake, has closed for the winter, leaving the Strand the only house in town. . . . Jack Harte, General Stark Theatre, Bennington, Vt., is back at work. . . . A state teachers' convention in Albany, week of October 17, pulled business up all along the line. . . . Warner's Strand opened "Life Begins" with a midnight show. . . . Mrs. Lou Fisher, formerly exhibitor in Hoosick Falls and Fort Edward, visited Film Row recently. . . . Henry Grossman, of Frieder and Grossman, Hudson, took a few days off for a vacation trip to New York in October. . . . RKO Palace Theatre observed its first anniversary, October 22, with a six-act vaudeville bill and pictures. . . . RKO

## Cheaper

An up-state exhibitor in a small town has closed after losing from \$12 to \$15 a night. The exhibitor says: "If I want to see a picture, I can drive to Utica and see one for much less than I lose."

Grand, which usually runs double features on a split week, went to first-run for a week with "Goono-Goono" the last week in October.

JOE FELDMAN, who has done excellent work as director of publicity for Warners in the Albany district, has been transferred to a similar job in the Pittsburgh zone, where Ben Kalmanson, former First National and Warner manager in Albany, is the boss. . . . Leo Rosen has been transferred from management of the Warner Lincoln Theatre, Troy, to the Troy Theatre, succeeding Edward Fitzgerald. . . . Edward Sparks, who succeeds Rosen at the Lincoln, comes from a Fox house in Herkimer. . . . Warner Club, 400 strong, danced and made merry at a Hallowe'en party at the Ambassador Restaurant, not far from Albany's Film Row, recently. . . . Sandor Lazar, assistant to Joe Feldman, and son of Lou Lazar, Warner divisional manager, supervised arrangements for the party.

HARRY WATTS, Elmira district manager, and Ralph Crabill, Jamestown district

## Heard In

**E L M I R A**Doubles Continue and New  
Policy

By Jay

FAT SANDERS and his country store are packing them in at the Strand. . . . Musical Revue has caught on at the Colonial. . . . Bill is changed weekly, with a special program Sundays. . . . Feature of vaudeville at the Keency still remains unsettled. . . . This is first year in which bills consist entirely of pictures.

DOUBLE FEATURES continue at Strand and Regent, Warner Brothers. . . . Colonial offers a special bunny matinee for children Saturdays and a "garter contest" at midnight. . . . Capitol uses large display to advertise endorsement of "Washington Merry-Go-Round" by local chapter, Daughters of American Revolution. . . . Rumor that all is not well between advertising departments of theatres and newspapers and that radical change looms.

manager, were in Albany early in November for a conference with Lou Lazar. . . . In order to achieve a Thanksgiving opening day, Warner Strand Theatre, Albany, shifted its opening from Friday to Thursday, November 10. . . . It will continue this policy through Thanksgiving, and then go back to a Friday opening.

WILLIAM SMALLEY, Smalley circuit, opens his new Norwich theatre November 10. . . . Happy Hour, Schenectady neighborhood house, formerly operated by Morris Silverman, but closed for some time, will soon be reopened by the Acme Amusement Company of Utica. . . . Morris Cohn, formerly in charge of publicity for the Buck Jones Ranger Clubs for Columbia, has been promoted to salesman in Manager Charles Johnston's Albany Columbia exchange. . . . Morris says he has organized a Buck Jones Ranger Club in every town where Buck's pictures play.

*Where the Theatre Is a Community Aid*

Cairo is a small village in the heart of the Catskill Mountains, where up to a year ago there has been no real motion picture theatre. Pictures were shown in a hall now and then. Mrs. L. J. VanBuren, news dealer in that village, believed that motion pictures would be an asset to the community and that they should be shown in this village regularly. Upon seeking advice from exhibitors operating in larger nearby situations, they discouraged her from going into the motion picture business.

Mrs. Van Buren, however, still felt that her village should have motion pictures and she decided to build a theatre to accommodate the people of the community. Having no knowledge whatever of theatre operation, she employed architects to draw plans for what is now the VanBuren Theatre. Within five months the theatre was finished and motion pictures have been shown there regularly since its opening in March, 1932.

Mrs. VanBuren is to be congratulated upon her foresight in realizing the necessity of a theatre in that community.

## Optimistic

Officers of New York Allied look for important developments from Allied's joint conference with M. P. T. O. A. in New York, December 1. They say common problems of independents have been reduced to a definite basis.

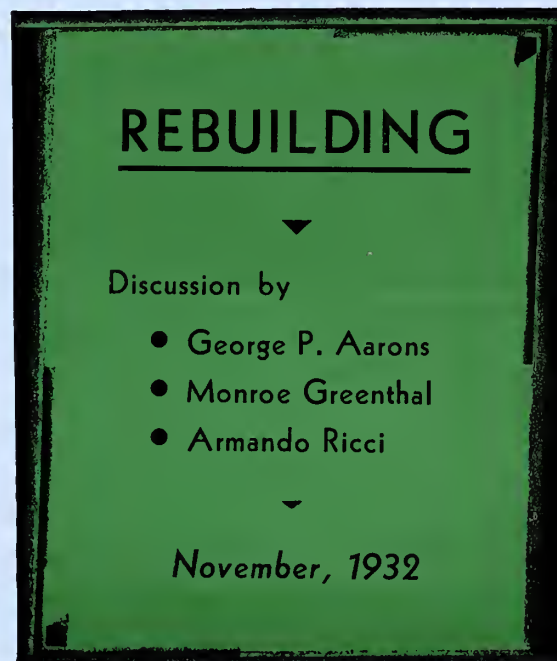
**ST. CHARLES**AN ENTIRE BLOCK ON THE BOARDWALK  
• ATLANTIC CITY •

A Smart Hotel in America's Smartest Resort

ELECTED THE foremost seashore resort hotel, the St. Charles will serve you faithfully. Open throughout Winter because the semi-oceanic climate provides escape from sharp winds and bitter cold. Very special rates during the healthful Atlantic City winter.

IDEAL CONVENTION FACILITIES  
ATTRACTIVE RATES





A MONTHLY FEATURE  
OF  
EMANUEL - GOODWIN PUBLICATIONS

## White Way Exploitation

DURING THE PAST several months there has been a concentrated effort upon the part of various Broadway merchants to "Whitewash White Way Exploitation Methods." Members of the Broadway Association complained that theatres were using Coney Island circus advertising to attract crowds to the theatre and as a result ordinary methods of merchandising left the passers-by practically cold. They pointed at such eye-arresting displays as the living white zombies on the Rivoli marquee, the magic illusion box in the lobby that stopped 6,800 people daily, by actual count. "Bring 'Em Back Alive," at the Mayfair, also was pointed out because of the unusual animal exhibit on top of their marquee. Naturally, with all this pressure brought to bear, ordinances became more strictly enforced, and, as a result, at the present time no banners can be hung from the marquee, no valances suspended across the theatre front, all special fronts on the theatre are hampered by the fact that they cannot extend over the street line.

What has this done? Immediately the wide-awake exploitation men have looked for new methods and stunts adaptable to their exploitation abilities.

INSTEAD OF BATTLING the merchants, the exploitation man wisely took

the hint. With honeyed words and clever showmanship he sold the merchants a bill of goods. The reaction was an immediate return to importance of the commercial tie-up. By the commercial tie-up we don't mean simply the planting of window cards in local shops, but what actually came about was that large manufacturers having distribution in thousands of stores in New York markets relished the idea of utilizing the good-will of movie stars to help attract attention to the windows of merchants handling their goods. We have the "Rain" exploitation campaign in New York, for example:

1. Lux soap not only prepared 1,500 window streamers, advertising Joan Crawford, but the theatre imprint appeared on each bit of advertising material, displayed in store windows.
2. Phillips Dental Magnesia toothpaste went even a step further besides publicizing the picture and buying a large quantity of stills, they mentioned the Rivoli Theatre three times weekly over radio Station WABC and also over their entire Columbia network.
3. Russek's Fifth Avenue, one of the finest dress shops in the city, devoted an entire window with photographs of the various stars arriving at the Hollywood premiere of "Rain" and used the following caption: "Lavish display of gowns and jewels run over the million mark at the world premiere of Joan Crawford in 'Rain'—See 'Rain,' now playing at the Rivoli Theatre."

WHAT REALLY AMOUNTED to the most important tie-up on "Rain" was achieved through the co-operation of "Cosmopolitan Magazine." Somerset Maugham, author of "Rain," also has written "The Narrow Corner," the new novel to be published in the current "Cosmopolitan Maga-

By  
**Monroe W. Greenthal**  
Manager of Exploitation  
United Artists Pictures

zine." A tie-up was easily achieved whereby posters measuring 95 x 40 inches were plastered on every "Cosmopolitan" news truck. These posters carried large illustrations of Joan Crawford and Walter Huston, and for the first time in the history of the Hearst Publications in New York City, the name of the theatre was permitted to be prominently displayed on the side of their trucks. Thus for one week previous to the opening of the picture and two weeks current to the run, these 300 moving billboards were seen by thousands of people all over the city and created so much comment that several days before "Rain" opened, and, in fact, before the newspaper ads appeared, people began inquiring at the box office as to when the picture was to open at the Rivoli. To add teeth to this tie-up "Cosmopolitan Magazine" also posted 1,000 16½ x 23-inch posters on the high spot newsstand locations all over the city.

WITH THE ADVENT of the football season, with thousands streaming to football games each Saturday in New York, no theatre can overlook the importance of getting their message over to these prospective ticket buyers. Here's where your shorts come in handy. For example, the

(Continued on page "H")



# An Appeal to Clubwomen

By

**George P. Aarons**

**Secretary and General Counsel**

**M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware**

THE MOTION PICTURE INDUSTRY, with its enormous investment, represents the fourth largest industry in the world; being one of the largest taxpayers in the country, contributing to the nation, state, municipality, township and each smaller division of the localized governments. It co-operates with every civic project. It is not only a large taxpayer, but is a necessity to the social, civic and governmental aspects of each and every community. It is of the masses as well as the classes.

IT EMPLOYS approximately 500,000 people in its various branches of production, distribution and exhibition, not mentioning the untold numbers affected by the activity of the motion picture theatres; such as advertising agencies, printers, supply houses, actors and other participants, directly and indirectly in the prosecution of this business. It gives employment to the inhabitants of the very smallest hamlet.

THE MOTION PICTURE THEATRE is not only a purveyor of amusement, it is an integral part of the educational system of this country, an arm of the press, an agency of the government, and a maintenance of civic and community life.

THE INTEREST of the exhibitor or operator of the theatre is not alone centered in the box office. Throughout all times, he has lent himself to serve and to aid in all developments. The theatres on Saturday mornings, in many localities, have been turned over to the school authorities, showing educational subjects in co-operation with the educators for the advancement of the student—it is a community center; in many instances bringing to the town an institution that has become a necessary adjunct to the business activity and development of the town. This is best illustrated by a situation which developed in the West recently.

IN A SMALL TOWN in Missouri fire destroyed the only theatre; the exhibitor could not rebuild; the merchants soon noticed people who lived out of town were no longer coming into town to shop; the Chamber of Commerce soon rebuilt the theatre. The theatre is the community's principal center, as it draws large crowds to the shopping centers every day in the week.

THE GOVERNMENT is using motion picture film to teach conservation, to improve industrial process, public health and agricultural methods. Science has found the motion picture an essential adjunct in research in the teaching of surgery and medicine. Education has discovered that the film is an animated blackboard for the classroom, and definite progress is being made in developing educational projects for the school. The screen is a moving billboard which brings the nation's shop-windows to the potential shopper in the re-

motest village. The government has used, as pointed out, the motion picture for aid in various branches of its activities. We well remember the great war. The theatre man turned his theatre over to the governmental agencies for the sale of liberty bonds, the preservation of the forest, the messages of grave importance to the citizens for the stability of the nation. The state used the theatre in the matter of safety messages. The city used the screen to carry its messages for awakening the confidence of the people in the financial and business institutions in order to dissipate the so-called economic depression through which we are about emerging, and for the payment of taxes.

THERE IS NO GREATER TRADE STIMULANT existing in the United States than the motion picture with its screen. The film is an animated catalogue. The house-keeper sees a new labor-saving device and purchases it. The husband sees something that will help him in his business and give him greater comfort. Buying suggestions are conveyed through the portrayal of conveniences and comforts. These are the great unpaid advertising services of the motion picture theatre. The child uses it for the purpose of bringing to him the activities of the farthestmost part of the world. It helps him to more thoroughly understand the lessons that are taught to him in the classroom.

THE RAISING OF THE STANDARD OF LIVING; the elevation of the standard of hygiene; the spread of rationalized methods of performing certain sorts of work in even the simplest industries, as nothing else can teach, these, the motion picture can teach not only to our young people but also to the old. Break down the motion picture and you add victory to the forces of discontent and discord.

EVERY TIME YOU DESTROY a place of decent amusement of the masses, you leave taut nerves, strained loyalties and no escape except the contemplation of destructive processes that bitterness breeds.

THE THEATRE MUST BE PRESERVED. All agencies must of necessity come to its aid with constructive criticism, suggestion and co-operation. Many of the

things leading and tending to the destruction of the motion picture theatre are burdensome taxation, unfair regulation and censorship, in addition to the many obnoxious practices that are being forced into the industry by the action of some of the motion picture producers, which things I will endeavor to touch upon in more detail. The women's clubs throughout the state, with various locals, may do much to help preserve the motion picture theatre.

THE THEATRE OWNER has for the most part been very reluctant to approach the various leaders, beset for the most part by fear and misunderstanding approach. He has heard nothing but criticism from these groups as to the character of pictures which he shows on the screen; the cry "that the theatre is demoralizing the mind of the child," and is breaking down the stability of the community. In no case has there been an attempt on the part of such criticizing agencies to co-operate with the theatremen in a constructive manner. It is very easy to break down by destructive methods, but true constructive criticism is the essence of all progress. The approach should be from your group. You will find the theatremen broad in his understanding, sympathetic in his reception of just, fair and constructive criticism. There seems to have been a decided misconception of the theatre business since the advent of talkies. Since the old days of silent pictures, child patronage has had a decided drop, due entirely to the introduction of talkies, and the idea seems still prevalent that the pictures now being shown are seriously affecting the mind of the youth and the stress of censorship is still pressed. The producer has recognized this change and once again is endeavoring to bring the child back into the theatre. The moving picture, after all, depicts life as it really exists. This is a result of the demand of the masses. Most of the criticism which has been directed against the screen in Pennsylvania has been due to a lack of proper understanding. Censorship is unnatural; it is not needed; it serves no useful purpose; it is un-American. Preoccupation with censorship, even in a worthy cause, distracts attention from constructive effort. Censorship, however enlightening, cannot develop all that is most valuable,

**YOUR THEATRE presents here an address by George P. Aarons to the Pennsylvania Federation of Women's Clubs in Philadelphia last month. Much of the material in his article can be used by exhibitors in their own communities. In addition, some excerpts from a brief talk by M. A. Lightman, president, the M. P. T. O. A., are included.**



from the point of view of science, education, commerce, recreation and artistic enjoyment. It is true, without question, "that a realization of what is good is a necessary preliminary to the improvement of what is bad." In order to have a successful issue, there must be the assurance of the co-operation of the leaders of all sections. "The problem of the child is not how his picture-going is to be restricted, but how it may be turned to his profit."

**THE SCREEN NEEDS NO MORE CENSORSHIP THAN THE PUBLIC PRESS.** You would not countenance censorship of the press. It pictures for us the happiness of life; it details the transactions of the human mind. Why then should there be censorship of the screen when it is a part of the press? There has been provided adequate police powers to regulate. Censorship has resulted in the mutilation of the story; the stage play when brought to the screen; it has increased the cost of operation of the theatre, as selling cost of the picture by the producer must include all expenses of censorship in addition to the negative cost, cost of production, exploitation—all of which must be paid by the exhibitor. The theatre man has no control over the making of pictures. He contracts for pictures by title, star, number, director, etc.; he signs a contract and is obligated to play such pictures and perform his contract the same as any other contract in which he engages. The censoring of the picture for the most part is arbitrary. The Pennsylvania Board decides for the millions of people in this state what they should see. Upon a comparison between Pennsylvania and sister states it is found that almost 100 per cent more eliminations are made in this state. This reflects itself on the box office. The statute has created the board of censors. The exhibitor does not advocate the breaking down of the law, but asks for a change in the law, eliminating censorship or easing up on it, for there is no necessity for it. The theatre man does not criticize, neither does he unfairly condemn the Pennsylvania board of censors, it is very severe in applying the law. The theatre men ask the co-operation of all civic groups, and then there would be no need for such expensive machinery as typified by the present system of censorship, not that we charge the board of censors with excessive unwarranted expenditures, but the very fact of the existence of such an institution is an expense to the public and the theatremen.

**THERE COMES TO MY MIND** the production, "Disraeli"; produced beautifully, splendidly acted by that distinguished actor, George Arliss, a masterpiece typifying the cleanest in pictures, far reached in its educational scope, and this picture was not supported by the very groups which are condemning, in the most rabid terms, the present pictures. Neither the theatremen nor the producer has been derelict in this respect. The producers are not in the business to make bad pictures. The theatremen does not want to show unclean pictures. The theatremen wants to give to the public that which the public demands, and the character and class of the pictures would soon be changed, if the demand of the public was molded by the proper educational forces brought into play by such groups as represented by you. The theatremen, as pointed out, does his best to co-operate with all forces in the community, and only asks in return support in order to remain in business. He has a wife, sister, and children, the same as any other member of the human family. He must protect his investment the same as any other legitimate enterprise.

**Every exhibitor has opportunity to deal with organized bodies in his community. Both Aarons and Lightman emphasize the need for proper understanding and appreciation on both sides. The addresses presented here are ever valuable. Intelligent exhibitors should save them and use them to advantage.**

**HE FELT THE EFFECT** of the economic depression probably more than any other branch of the industrial world. Nevertheless, in the face of all this, he had to carry on; his overhead is set, the cost of pictures set by the contracts he entered into with the producers. Added to all these burdens the small independent theatre man (the man operating the subsequent run or second-run theatres, which show the pictures after the de luxe or first-run theatres) is now faced with another menace to his existence. A menace in which the public is vitally interested; such a menace that will affect the public as well as the theatremen.

**THERE IS CREEPING** into this industry a practice by the distributor of the motion picture film known as the exclusive selling plan. The exclusive selling plan, as the name suggests, is a plan whereby a product of the producing company is sold to the de luxe first-run theatre in a given community or territorial zone, prohibiting all of the smaller theatres from, at any time, showing such pictures, which means that in neighborhood "A" where the pictures of the particular company, under the exclusive selling plan, is sold to the de luxe houses, the people in the smaller neighborhoods with limited means are barred from witnessing the exhibition of the motion picture in that neighborhood theatre, and is compelled, in order to see the picture, to pay the higher-priced admissions as charged by such de luxe or first-run theatres. The masses are denied the right to witness the picture where they please. If this practice is permitted to continue and spread, we will soon have the small independent theatre put out of business. So you will readily appreciate that the road traveled by the theatre owner is one beset with trials and tribulations. He is not only compelled to gird himself in armor to fight forces outside of the industry tending to his destruction, but he must also fight the forces within the industry tending toward the same purpose.

**THE MESSAGE OF THE THEATREMAN** and plea that I bring you is that you, as an organization with your community branches, help the theatremen, aid him in maintaining his existence. Prevent the destruction of the theatre by your heartiest constructive co-operation, for the theatre is needed by each and every community. It is the focal point of development of the neighborhood; the business man of the community needs it, the government and the education system needs it, the public needs it, for after all, does not the screen speak the universal language?

**By M. A. Lightman**

**To the New York City Federation of Women's Clubs**

**THERE IS NO REASON** why the equivalent of all the "little theatre" interests should not find opportunity for expression within a single community theatre. Consider the range of interests that utilize a good community church. They include infants in Sunday school and an old people's service, a business men's Bible class,

and the ladies' aid society, a basketball team of young men, a training class for girls. In a good many places the motion picture theatre is the only institution of recreation—and in the field of entertainment we might well learn some lessons from this older institution, the church. In short, we could departmentalize our theatres according to audience interest much more than we have.

**THE MEASURE** of the family picture is that it should not be too adult for youth nor too childish for adult. And both children and parents are happy if it tells an adventuresome story about subjects within the experience of little folk as though it were meant entirely for adult consumption.

**BESIDES**, it is a strange parent that gets no punch from becoming a "Book of Knowledge" for his offspring during and after the witnessing of a celluloid thriller, and the impatience of youth to satisfy the thirst for knowledge, immediately a new situation presents itself to him, is well and pleasantly satisfied by immediate reference to the infallible source of truth, a trusted parent.

**WITH MY OWN CHILDREN**, I find that mutual attendance at a family night program gives us a common ground of interest, topics of conversation and the opportunity for me to act, naturally and in response to a spontaneous demand, as an interpreter of life.

**IN THE WHOLE LITERATURE** of delinquency and child study there can be found only a handful of cases where there is even presumptive evidence of the motion picture's responsibility; yet 90 per cent—or thereabouts—of the criticism directed at motion pictures is based on their possible adverse influence on childhood.

**WE DIDN'T HAVE MOVIES** when we were 6. We had stories. We had Little Red Ridinghood barely escaping the jaws of the wolf; we had a most awesome creature in the giant of "Jack the Giant Killer"; we had "Haensel and Greter" deserted in the woods to starve by none other than their parents; and the fire-breathing dragon. I could go on without end—and these were children's stories. And especially for the boys, we had dime novels that for sheer desperadoism put our wildest western pictures to shame. We had bloody pirates and fierce combats. Horatio Alger never made his characters particularly loving and gentle, nor true to life and yet, when your brothers were otherwise engaged, you probably can remember hours spent between the covers of those books, and they were children's stories. Yet we survived.

**THE PROTECTIVE SOLUTION** for the child lays in selection by the parent of the children's motion picture fare. Through the preview facilities accorded by the industry to many public groups, it is possible for any parent or teacher to know in advance which pictures are particularly suited to the child's needs.

**MEET, TALK AND PLAN** with your local exhibitor, and you will find this community problem can be worked out to the satisfaction of all concerned.



# Theatre Decoration As It Should Be

By Armando T. Ricci

WE ALL WONDER and think of the two words Art and Beauty as applied to the painting and decorating of theatres, but what do we mean by these two simple words?

IN THE HAZIEST of our human conceptions art is usually associated with the idea of beauty and beauty with the acknowledgment of those pleasures in our lives—pleasures part sensuous, partly spiritual which, at least for moments, have lifted us in a sort of ardor of appreciation out of ourselves. But art we know is more than beauty in the abstract. Art means not necessarily the painting of beautiful interiors, but the painting of interiors beautifully. Much work in theatres, however, that is beautifully executed is not art but just skilled labor. The beauty that constitutes art means much more than mere creation, however successful; for a creation only becomes a work of art when it represents a genuine emotion on the part of the decorator and is so conceived and so expressed as to communicate that genuine emotion to others.

THE SO-CALLED THEATRICAL PAINTER or decorator who has never studied the real fundamentals of art and applied decorations may turn out a painted interior in accordance with a given idea, but the room has been done rather for the sake of the room than for the sake of its beauty. It is a fair execution, but no more a work of art than the novel or play or picture that is made in the same impersonal and utilitarian way. The only thought in the mind of this particular decorator usually is to execute his contract at the minimum cost to himself (not, of course, to the owner) so as to make a larger profit. And what has he accomplished? A painted interior sacrificing all beautiful essentials of art or decoration which, after all, can only be done by an experienced and learned decorator.

OF COURSE, if beauty were a fixed object that could be known, explored or described like a mountain, then we could all be decorators, but frankly beauty cannot be reduced to any given formula, nor can it possibly be defined in words. It is not a matter of facts at all, but a concrete emotional reaction produced only by years of study, researches and experience; and the combining of ideas and criticism of past masters on the same subject.

BEAUTY IS AS VAGUE and various and variable as human personality itself.

*Armando T. Ricci is a graduate of Pennsylvania Museum and School of Industrial Art, formerly an art instructor in the Spring Garden Institute, Philadelphia, for two years; superintendent of Decorations and Acoustics, Maser Acoustic Company, for one year; member of the now dissolved firm of Gibelli & Company for 10 years, and now president of Armando T. Ricci, Inc., Philadelphia. He is recognized in the east as one of the leading authorities on theatre decoration.*

Emphatically, then, we cannot lay down laws for art, which is the soul's chosen and trained method for expressing its sense of beauty. But just as emphatically we can and should formulate rules for assisting us in the practice of the innumerable kinds of artistic expressions demanded by the innumerable kinds of human taste. And so we can all agree that art, to be art, must be sincere and the expression not merely of sense, or sight, or sound, but the expression of the individual soul.

NOW KNOWING the definition of the terms art and beauty, I shall discuss the painting and decorating of our theatres as to the above terms. The essential points to bear in mind when painting and decorating either an old or new interior are—the character of design or period; the color scheme adapted to the period, both of which are, of course, greatly controlled by the style of architecture of the interior. Together with this we must not forget to consider the environments of the patrons and then the most paramount thought as far as the owner is concerned, the cost of executing the decorative scheme.

IN THE CASE of a new project the decorator who has been awarded the contract should first familiarize himself with the plans, then consult the architect as to his views and ideas on the scheme of decoration and co-operate with him until the last brush stroke. The architect undoubtedly has a specific scheme which he has planned and wishes to carry out, for he has designed the building and studied the situation from all angles on his plans, visualizing the completed edifice better than the owner and decorator, for a good architect is also a good decorator.

MY PERSONAL EXPERIENCE with reputable architects in decorating theatres has always resulted in a beautiful, artistic and well-balanced decorative scheme, due to the knowledge of the architectural layout by the architect and secondly to the execution of his suggestions or decorations by the decorator, who faithfully co-operates and expresses his ideas in the medium of paints. Many exhibitors feel that an architect's work ceases when the plans are made and that the painting should be left to the decorator, thinking of saving the commission for decoration. This, of course, is an absolute fallacy, for an architect primarily has a better conception of cost, sees that the decorator fulfills his contract as specified, co-ordinates the painting with the other trades and in this manner the owner is actually saving money and time in the end. In other words, an architect is a necessary evil as far as the owners are concerned.

IN REDECORATING an old interior, the exhibitor should first seek the advice of a decorative painter who is experienced, who has ability and is proficient in the art of decoration so that an outline may be written or sketch drawn of his particular theatre. The decorator should know

whether there are any changes to be made, such as hangings, seats, carpets, lighting fixtures, etc., so he can intelligently make up his outline and drawings in connection with the other changes. In this manner the decorative painter will assume the responsibility of a perfect harmonious scheme for the interior. When the outline is drawn up and if the owner desires to invite other bidders for the decorative painting, do not ask firms or individuals that are just painters because you know his price will be lower; his work will be of a lower type, too, for, after all, you receive what you pay for. Assuming the contract has been awarded; the first step the decorator takes is to familiarize himself with the rest of the contracts and co-operate with the other trades as he would on a new project, for without the knowledge of this he cannot achieve an artistic and beautiful interior.

BEAUTIFYING A THEATRE is a splendid box-office aid and it pays for itself in a considerably short time. In my 12 years' experience in the painting and decorating line I have found that as soon as an old theatre is remodeled the box-office receipts are greatly increased. Today the trend of the human race is for things beautiful, be it at home, church, hotel or elsewhere—and as amusements play a very important part in our lives, the theatres must be beautiful, too. One often wonders why a theatre in the same neighborhood, playing the same type of pictures, attracts the people and is always crowded while its competitor is empty. People today have been educated to more beautiful things than in previous years. Their homes and everything about them show it and it is only natural for these same people to patronize a theatre that is modern and beautiful rather than an old unattractive one. In this case there is no other alternative for the exhibitor but to redecorate his theatre and hold himself on the same level with his competitor.

AT PRESENT THEATRES may be painted and decorated at a nominal figure, one that would surprise even the exhibitor. This is due to the reduction in the scale of wages and also of materials, not excluding the fact that the decorator desiring to retain his personnel generally accepts a contract just to carry on, so, in my opinion, the exhibitor should take advantage of this opportunity and redecorate.

THE EXHIBITOR, on the other hand, contends and voices the lack of money. This may be easily overcome. Choose a reliable decorative painter, as I have described, and undoubtedly he will be glad to work out a satisfactory paying scheme. My thought would be an installment plan agreeable to both sides, for example 20 per cent on signing of contract, 20 per cent when work is half completed, 20 per cent on completion and the remaining 40 per cent on monthly installments. It seems to me that any honest exhibitor would be more than glad to work out a schedule of this kind with a reliable firm.

JUST A WORD OF PRECAUTION—do not employ decorators chosen at random. Today, especially, there are many so-called decorators soliciting work. These individuals know nothing pertaining to color scheme, design or any other phase of the allied arts. My intention in writing this article is not to condemn or praise any particular company or individual, but to point out the facts and on what basis a theatre should be decorated and also how to choose a good and reliable decorative painter.



**It sounds high-brow—  
but it spells dough-ray-me!**

**A Message  
from the Makers  
of the World's  
Finest Trailers**

Sales psychology! That's not just a high-brow expression: It is the underlying basis of TICKET-SELLING—everytime! And that's the MAGIC FLAVOR we mix into every National Screen trailer!

Our trailers bring you the APPROVED SELLING-ANGLES on the pictures they advertise. They are designed to do just that through the COOPERATION of the companies which produce the pictures.

Their experts in production, distribution and theatre operation continually work with National Screen Service towards creating the BEST METHOD OF SELLING the picture to the public.

You get the benefit of this unique quality ONLY in National Screen talking trailers! With sales-punch in every frame—  
NATIONAL SCREEN TRAILERS BUILD BUSINESS!

**National Screen Service  
Ad-Vance Trailers**



**Pictures sell pictures;  
sell from your screen!  
The cheapest, and by  
far the most effective  
advertising is a talk-  
ing-scene trailer, with  
its teasing, coaxing  
message. You can  
prove it by actual test!**

**National Screen Ad-Vance Trailers are your first aid to better business**



# The Fight Against Exclusives

—Continued

THE FIGHT AGAINST EXCLUSIVES gained strength during October, a survey reveals. Heartened by the success of drives against the policy in various spots, exhibitors have taken to the screen, the air and the press to battle a policy which threatens to drive them out of business.

On the distributors side, too, there are indications that the goose that looked so golden in mid-summer may grow lean and perhaps very sick before another season rolls around.

INDEPENDENT EXHIBITORS have taken the lead to secure public support against the measure. Briefly, here are some of the October developments as gathered by this publication.

TACTICAL ERRORS in at least two cities have tended to turn the public's attitude against exclusives. In Bridgeport, Conn., the Poli Palace, a Harry Arthur house, advertised the exclusive showing of "Grand Hotel," for that theatre only, using the line that this would be the last chance to see the picture. The following week, regardless of the previous ads, the picture was shunted, on a repeat run, into the Majestic Theatre, an Arthur house, double-featured with "Hat-Check Girl," Fox. This continued for a few days when the picture was pulled and another substituted. Bridgeport independent theatremen, sensing that a strategic move would help them in their fight, took space a week or so later to indicate to the public that "Smilin' Through" and "American Madness," regardless of what had been said before, would be available at their houses.

It is easy to see that the public's confidence, if there had been any, in the exclusive idea might have been a bit weakened.

IN WILLIAMSPORT, PA., because of a misinterpretation of contract, the exclusive house there (independent) proceeded to use the exclusive slogan for "Smilin' Through." The opposition, which knew it would get the show because the picture was on the previous season's contract, dealt exclusives a death blow by asserting that the picture would play at the subsequent run house. In addition, private advices inform this publication that the townfolk, not sold on exclusives, still believe that they will be able to see exclusive pictures at their favorite neighborhood theatre. One of the reasons why the public refuses to believe the exclusive idea is because of the road-show policy, in which the line, "not to be shown here again this season," has been violated time and time again.

IN PENNSYLVANIA, TOO, M. E. Comerford, perhaps the leading independent theatreman in the country, has come out against the exclusive idea, as a cancer the industry can ill afford to see flourish. To quote Comerford: "The whole idea of exclusive selling is contrary to the policies and principles of the industry. The motion

picture business has grown on mass consumption. Exclusives would not only seek to cut down on theatregoing, but also kill chances to build new stars, new faces. If patrons do not see their stars, those stars' values will diminish.

"This industry cannot be governed by connivance of a few distributors who think the exclusive idea is a welcome thought in distribution. I refused 'exclusives' years ago. I do now. Such a policy will not survive, in my opinion."

IN RICHMOND, the Coulter interests have taken to the screen to assert that pictures shown in their first-run houses will be available at the subsequent runs. They have taken to the air to fight exclusives. The air has been used with great success in many spots, including the Cleveland sector.

IN WILMINGTON, DELAWARE, the labor organ has started to fight exclusives, has declared that the policy of the Loew Parkway Theatre in throwing on the screen the announcement that the picture shown will not be shown anywhere at any time is a policy that may well be omitted.

IN SYRACUSE, NEW YORK, independent exhibitors have begun to campaign against exclusives. In Rochester, New York, private advices point to an apparent flop of exclusives, largely because of the fact that some of the so-called exclusive pictures have been of low caliber, with audiences refusing to attend in any great numbers because of the exclusive idea. In Philadelphia, the local exhibitor organization has threatened to go to the governor to secure his attention toward the exclusive idea.

P. S. HARRISON, who has the good will of more independents than any other publisher in the country, has come out against exclusives and advises the following campaign:

- (1) A series of advertisements in the newspapers, supplemented by pamphlets passed to the patrons at the theatres;
- (2) Talks over the radio;
- (3) Short speeches made before civic, fraternal and commercial organizations;

(4) Four-minute speakers covering every independent theatre;

(5) Inducing representatives to introduce proper legislation in legislatures;

(6) Supporting an appropriate bill in Congress;

(7) Using influence among congressmen to induce the Department of Justice to undertake an investigation, with a view to suing the producers in the Federal courts under the Sherman Act.

(8) Inducing your congressman to press for a congressional investigation of the motion picture industry with a view to finding out if any laws have been violated by the producers in their business relations with the public.

The main points that each exhibitor should try to make to the public, in asking its support to fight the chain theatres, should be that;

(a) Support of the theatres that advertise "This Picture Will Not Be Shown in Any Other Theatre in This Town" means the extinction of all other theatres, a condition that would make it possible for the chain theatres to double and triple the cost of their entertainment.

(b) The profits the circuit theatres make are sent to New York to pay exorbitant salaries to the executives of the film companies, \$2,000 a week being an average salary, whereas the profits the independent theatre owner makes are re-invested in the town, of which the manager is part; the manager of the independent theatre is a permanent resident of the town, taking an interest in its improvement, spending his own money in taxes to bring such improvement about, whereas the circuit manager is a "foreigner," seldom being kept employed very long, and receiving less than a living wage, so that he is incapable of being of any benefit to the town.

EXHIBITORS EVERYWHERE who are affected by exclusives, and all others, too, must fight the idea. Public support is a necessity.

Current developments are encouraging, but there must be no laying down on the job.

EXCLUSIVES MUST BE ABOLISHED.

**YOUR THEATRE** reviews in some detail the effects of October activity against spread of exclusives. There seems to be a general heartening of the fight all along the line, indication, too, that the distributors are not finding the idea the golden goose it is supposed to be.



WE WON'T SELL YOU

# EXCLUSIVES

BECAUSE THERE ARE 4600 OTHERS WHO WANT THE SAME PRIVILEGE

**BUT - - - -**

WE'RE READY TO GIVE THE SAME FIRST RUN DAY AND DATE RELEASES TO EVERYONE

WHETHER YOU'RE A 25-CENT 400 SEATER OR A 75-CENT 5000 SEAT CITADEL, YOU'LL WANT TO KEEP IN TOUCH WITH WHAT'S GOING ON IN YOUR TERRITORY\*

\*Meaning, of course, either



On the 1st and 15th



On the 10th and 25th

OR



On the 5th and 20th

SEND THIS IN NOW!

**Emanuel-Goodwin Publications, Inc.**  
219 NORTH BROAD STREET  
PHILADELPHIA, PA.

*Here's my Check for*

ONE YEAR'S (\$2)

THREE YEARS' (\$5)

*Subscription to my Home Town Journal*

NAME.....

THEATRE.....

ADDRESS.....



**WHITE WAY EXPLOITATION**

(Continued from page "A")

Rivoli Theatre booked Walt Disney's Mickey Mouse "Touch-Down Mickey" and distributed 100,000 "Rain" tabloids at the most important football games on the Saturday of the opening of the picture. The caption on the back of the tabloid read: "Football's in the air and so is 'Rain,'" and, of course, illustrations of little Mickey Mouse, with headgear, kicking a football. Mickey Mouse was given good space and liberally billed as an added attraction.



One reason why "White Zombie" clicked on Broadway

NATURALLY, NEWSPAPERS in the New York area are practically fed up on new gags that are lauded to the skies by the exploitation man, who is trying to justify his place on the payroll. They have become hard-boiled to a certain extent, and, as such, only something outstanding and clever can ever crash the papers to any extent. However, your radio stations have not been besieged as heavily, they are more liberal, they are more eager to listen to suggestions, and if your idea bears any merit whatsoever you have a good chance of clinching the deal. Fortunately, "Rain" adapts itself easily to a radio program. A special four-day continuity was prepared listing more than 25 popular songs that carried the word "rain" in the title, such as "Rain on the Roof," "Singing in the Rain," "It Ain't Gonna Rain No More," and songs of that type. Several radio stations immediately seized on the idea and presented complete programs devoted entirely to "rain" songs and awarded prizes to the listeners writing in giving the correct title of the songs played on that particular program. This program was so successful that several of the smaller stations imitated the larger radio station that had initiated the program and ran similar hours on which they dedicated the various songs to the different members of the cast of "Rain."

NEWEST ENTRANT in the Broadway whirl is Jack Buchanan, starring in "Magic Night." Jack Buchanan was scheduled to arrive from England the same day as "Magic Night" opened on Broadway. As a result, he agreed to sell tickets at the box office on the opening day, and newspapers are playing up the stunt whereby the first 50 girls who appear at the box office with the best English accent will be admitted free.

Fashion Park Clothes are featuring a Jack Buchanan suit, and, as a result, 22 stores of Weber and Heilbroners and those affiliated with Nettleton and Stein-Block are devoting entire windows of 40 x 60's of Jack Buchanan wearing Fashion Park Clothes.

AS ABOVE MENTIONED, the exploitation man must grapple with the situation he has in hand. For example, if he is not allowed to play a ballyhoo record loud enough to be heard several blocks away,

he must think of some device to attract attention to the theatre. He must shift his ground and not buck his head against straight-laced ordinances. Stunts must not be too far-fetched to the realm of being ridiculous, they have got to have a semblance of merchandising behind them that will attract the prospective ticket

buyers. But don't think that the White Way has been whitewashed. New Yorkers react to ballyhoo just as readily as any small-town farmer reacts to a sweep of the circus parade. Deep down in their hearts, all New Yorkers are small towners in their own way. They love the glamor, the lights, and are perfect foils for clever publicity.

**Broadway, which was long identified with the more conservative type of showmanship, went ballyhoo crazy with such a vengeance recently that the Broadway Association caused a check on the circus methods. Now, Broadway exploiters are hard put to sell a show without violating ordinances, In this article, Greenthal tells what one main stem house is doing to get attention of the public.**

Monroe Greenthal, author of this article, has been identified with several of United Artists' leading metropolitan campaigns, under the tutelage of Hal Horne, ad and publicity chief.

**WHITE**  
**THEATRE ARCHITECT**  
**ARMAND CARROLL**  
**ASSOCIATE**  
**1505 RACE STREET PHILADELPHIA**  
**designers of more than 100 theatres**



## Fleshless Kodak City

Rochester is without vaudeville for the first time in years. Both Loew's Rochester and the RKO Palace announced abandonment of flesh almost simultaneously.

It is believed that both chains decided they would lose less money in straight film policy. Action aroused considerable speculation, as it is believed that six downtown first-run film houses is too many. One version has Loew's closing entirely soon. Another that the Palace will bring back vaudeville after the public appetite is whetted a bit.

Rochester critics are agreed that when executives learn that vaudeville must be first of all entertaining they will get somewhere.

## Operator Trouble

In Supreme Court, Kingston, Thomas J. Little is suing for reinstatement in the local of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators. Employed in the Broadway and in Reade's Kingston houses, it is claimed his suspension came about as a result of a letter he is alleged to have written offering to work for less than the union scale.

## Frederick With Monogram

Pauline Frederick, distinguished stage actress, has been signed by Monogram Pictures to play the starring role in "Man's Law," the Tristram Tupper adaptation of Peter B. Kyne's famous novel, "The Just Judge." Others featured in the Monogram production are Claire Windsor, Barbara Kent, Theodor Von Eltz, Henry B. Walthall, Robert Elliott.

## Heard In

**R**OCHESTER  
It Looks Like Tzoraz Is Here

By Eeatch

SEVERAL NEIGHBORHOODS are giving audiences something to carry home rather than cut prices further. . . . RKO Palace host to orphans at matinee with circus on the stage. . . . Closing of vaudeville threw 60 persons out of employment. . . . Family Theatre celebrates 20 years' operation and 90 years of theatre on this particular site. . . . Manager Harry Royster reports 11 per cent gain in business for the Century and Regent in last three months. . . . RKO Palace is selling books of tickets. . . . Truman Brizee parted company with Warner Brothers after several weeks as manager of the Diana, Medina.

RKO TEMPLE goes into split-week policy. . . . Eastman played to 10,000 in three performances of "Merry Widow" at \$1 top. . . . Manager Harold Raives gave preview of "Madison Square Garden" for sport editors and got excellent notices. . . . Riviera Theatre, neighborhood, is offering local vaudeville one night a week, which is more than patrons can find downtown. . . . New prices at Loew's Rochester and the RKO Palace drop to 40 cents to avoid the tax.

## "Goonna-Goonna" Receiving National Recognition

With "Goonna-Goonna" making nine weeks of it at the local Cameo, national recognition, in the form of dates in many other spots, is coming to the First Division show.

Here are some dates: Auditorium, Baltimore (November 14); RKO Proctor's, Newark (November 11); RKO Strand, Syracuse (November 5); Publix, Newport News, Va. (November 14); Capitol, Danville, Va. (November 10); Publix, Lynchburg, Va. (November 18).

Deals with the circuits will be lined up soon. Wherever the show has played it has tossed present records into the discard.

## Heard In

**B**INGHAMTON  
Deny Report of Comerford Taking Bail

By Dor

REPORTS that Paramount would offer M. E. Comerford a partnership in Scranton houses branded incorrect by Paramount officials. . . . Benjamin H. Dietrick, Endicott owner, Lyric Theatre, observed his fifteenth anniversary. . . . Claims that business during past year has been exceptionally good. . . . Joe Congdon, Binghamton theatrical promoter, who died from heart trouble, is mourned by many friends.

"RED DUST" went over big in Binghamton. . . . So did "Blessed Event." . . . Mickey Mouse shows weekly are attracting hundreds of kids to Fred Perry's Capitol Theatre. . . . Tie-up with local bakery accounts for a free Mickey or Minnie Mouse suit to every prize-winner. . . . Swing to he-man pictures seems to be taking the crowd like Grant took Richmond. . . . Neil O'Brien, old-time minstrel man, and his St. Catherine Church show, packed 'em in at St. Paul's Church.

## Stacey Back

Oliver Stacey has been appointed by Nate Robbins, manager of the State Theatre, Albany, which Robbins opened October 24. Stacey is a veteran Albany showman and managed the State Theatre when it was known as the Majestic and Empire and played burlesque and pictures.

## Stafford With Berinstein

Harry Stafford has been appointed manager of the Colonial, Albany, by Jules Berinstein, Berinstein circuit. He succeeds Fred Hannay, who has gone to New York City. Stafford was formerly manager of Berinstein's Strand, Ithaca, and before that managed a theatre in Astoria, L. I.

## Academy, Newburgh, Opens

Academy, Publix's Newburgh A house, closed several months, opened October 31, with Samuel Chernow, transferred from Scranton, as manager. Vaudeville is added to feature picture on Fridays and Saturdays.

## Lyndhurst House Changes

Lyndhurst, Lyndhurst, N. J., becomes the Lindy and undergoes a change of ownership.

Louis Kramer is president of Kraycar Amusement Corporation, which takes over the house.

## Hughart at Herkimer

William M. Hughart, Brisbee, Ariz., is the new manager of the Liberty Theatre, Herkimer, succeeding Lester Sparks.

## Heard In

**N**EWBURGH  
Stubs for Any Exclusive Violation

PRESIDENT-ELECT AND MRS. ROOSEVELT are included in a list of new subscribers of the Community Theatre, Poughkeepsie. . . . Playhouse, Hudson, has added flesh to its picture program.

READE'S KINGSTON AND BROADWAY, Kingston, in announcing exclusive runs of certain features, advise patrons to retain their stubs, as "money will be refunded" if such pictures are shown in any other theatre in the city during the season.

## Denis Rochesterite

Armand Denis, co-director of "Goonna-Goonna," has been selected to direct Frank Buck's next picture, tentatively titled "Wild Cargo." Denis has been connected with the research department of the Eastman Kodak Company and has kept a private zoo for film experiments.

## Re-opened

Following theatres have reopened of late: Nemo, Cloister, N. J.; Star, Jamesburg; New Atlantic, Brooklyn; Majestic, Jersey City.

## Binkoff in West Orange

Aaron Binkoff, brother of Jimmy Binkoff, prominent Jersey exhib, has taken over the State, West Orange, N. J.

It was Brodsky-operated.

## Trans-Lux Remodeled

When the Trans-Lux Theatre, Broadway, reopens it will combine both of the former Trans-Lux houses. Theatres have been completely revamped and will play newsreel and short subjects policy.

## Incorporations

Realart Pictures Corporation of Manhattan. To deal in the motion picture business.

Zybszko Polish-American Film Corporation of New York. To deal in the motion picture business.

Cinema Productions, Inc., of Manhattan. To deal in the motion picture business.

George Vanderbilt Productions Corporation, of New York. To deal in the motion picture business.

Wittels Motion Pictures, Inc., of Manhattan. To deal in motion picture business.

Kinematrade, Inc., of New York. To deal in motion picture apparatus.

Yugoslavian Pictures, Inc., of New York. To deal in the motion picture business.



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

### For "Sin"

A sweet exploitation tic-up was effected by Warner Brothers' Broadway theatre department with Postal Telegraph, in connection with the First National picture, "They Call It Sin," Winter Garden Theatre. A telegram, which had been sent to the theatre by Loretta Young and George Brent, co-featured in the picture, which stated that the stars felt honored in being on the same bill with an all-star program containing such names as Guy Lombardo and his brothers, Aunt Jemima, Hall LeRoy, Mitzie Mayfair, Jay C. Flippen, Howard Lanin's Orchestra, Baby Rose Marie, Douglas Fairbanks, Charlie Chaplin, Jack Dempsey, Johnny Marvin, Uni Merkel, David Manners and William Hall was made into a window card by the telegraph company. They got up jumbo telegrams carrying this message, which were used as window cards in all Postal Telegraph windows calling attention to the show and the theatre name.

### Feldman's Spooks

Joc Feldman, Warner's Albany exploitation man, thought up a good idea—two good ideas—for the Albany Strand and Ritz Theatres for Hallowe'en night. As the Strand patrons were invited to attend in the costumes they were wearing on the yearly festival. Ten dollars was given to the wearer of the best costume. Manager Robert Rosenthal was master of ceremonies. At the Ritz there was a special "spook show" at 10.30 P. M.

### Truth About "Goona"

With "Goona-Goona," the smash hit of the season, doing a mop-up business wherever it plays, the question arises on the cost of the local campaign. From the way the town is plastered with "Goona-Goona," and from the manner in which columnists and shows have been plugging the title, one would be led to believe that First Division went overboard on selling it.

The truth of the matter is this. First Division, in the first eight weeks of the show, spent less than the equivalent of a big campaign on a picture opening in any of the Broadway weekly change houses. But the dough was spent with sense behind it. Instead of wasting the money, everything, viz: space in the dailies, billboards, etc., was purchased with an eye toward helping the box office.

"Goona-Goona" proves that a picture that can be sold will be bought by the public.

Colonial, Utica, has added a couple of stage presentations to its picture policy.

### Goldberg's Stunt

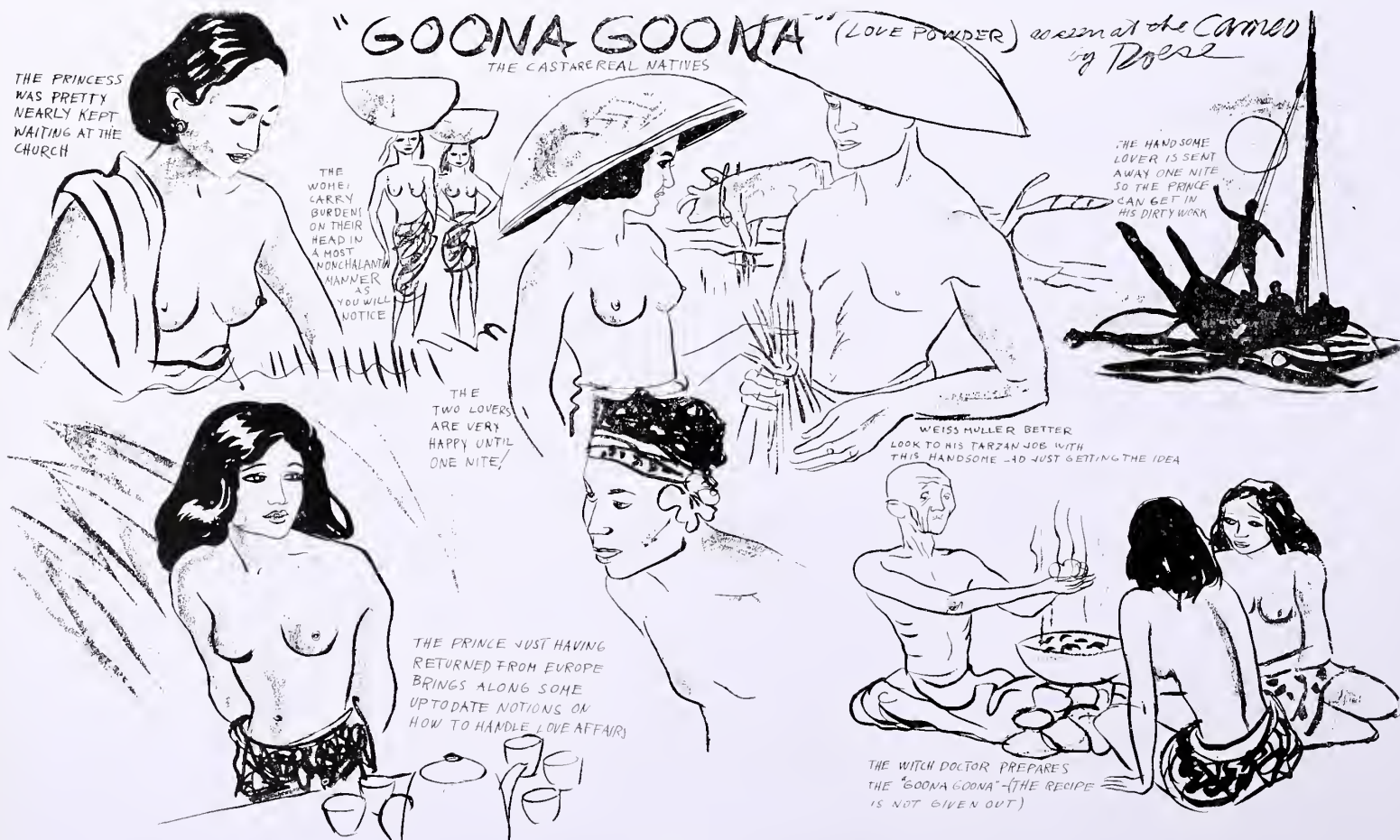
Andy Goldberg, manager, Warner Hawthorne, Newark, hit upon something that is bringing him in additional business, while, at the same time, is winning for him invaluable good-will in his section of the city. Goldberg has tied-up with the high school football team, and permits the use of his theatre in the mornings, before the show opens, for football rallies. The entire school turns out for the rally and then stay on for the show, having previously paid their admission price.

### Trips for "Passage"

Warner Brothers' publicity department took advantage of both the title and the unusual theme of "One-Way Passage" by contacting the French steamship lines for free passages to France to the winners of an essay contest. A special trailer on the screen of the Strand announced the details of the contest, which offered a round-trip ticket to France to the writer of the best essay interpreting the unusual ending of the picture.

### Circus

Manager Jay Golden, RKO Palace, Rochester, made the most of the Circus International on the stage. Put on a parade with elephants, horses, clowns, etc., at noon Saturday and climaxed the event with Tiny Kline doing her wire act across Main Street from the roofs of two high buildings.





## "I Am a Fugitive"

Stanley Shuford and the Warner press and art departments outdid themselves when they produced the press book on "I Am a Fugitive." With the aid of the book, exhibitors everywhere ought to milk every dollar out of the picture.

Just a glimpse of it reveals the time and effort which has gone into it.

Showmen everywhere are enthusing, and rightfully so, because the material has been formulated for direct and constructive use.

The press book is really a darb.

If there were a best 10 for press books (and why shouldn't there be?) "I Am a Fugitive" belongs in the category.

## Song Contest

A national song-writing contest open to amateurs was held between October 29 and January 15 in connection with "They Call It Sin." Contest was suggested by the fact that Loretta Young, in the picture, portrays a small-town girl who achieves Broadway fame as a composer. The only restriction imposed on contestants by First National is that the title of the picture must also be the title of the song. Names and addresses of composers must accompany the manuscripts, none of which will be returned; contestants should therefore retain a duplicate copy.

## Georgia Guests

University of Georgia football team were guests of the Warner Strand, where "Three On a Match" was in its second week. Invitation to attend the Warner picture was extended in person by S. Charles Einfeld, Warner executive in charge of advertising and publicity, while he was in Atlanta early last week, on company's business.

## Jack O' Lanterns

In observance of Hallowe'en, Bert Leighton, manager, Stanley, Utica, staged a midnight show, spooks and all. Jack O'Lanterns were used in the decorations, weird music emanated from the orchestra pit, and a number of local magicians did their stuff.

## Fashion Review

More than a score of Utica's society women and young matrons joined in a fashion show review at the Avon Theatre, at which "Miss Fashion Utica" was picked from among the number.

## Rules Contest

In connection with the showing, "The All American," at the Avon, Utica, house management and the Utica Press co-operated in running a series of questions about football rules. Passes were the awards to winners.

## U Weekly Back

The "Universal Weekly," after being suspended for many months, is back, and even more attractive.

It's Vol. 31 and No. 21.

Happy days are here again.

## And the Firemen Couldn't Save Anything

Recently a bulletin of the Jersey Allied, from Prexy Sid Samuelson, contained the following incident as an example of what happens when organization fails:

The condition of the organization reminds me of an absolutely true, small-town story that came to my personal attention. A community of about 5,000 people had a well-trained, active, well-officered volunteer fire department. In the course of years, this department acquired a splendid motorized equipment. Its vigilance prevented many losses and gradually the town fathers lost interest. Year after year, the volunteer chief of the department appeared before the town council, requesting a few hundred dollars to buy new hose. And the town fathers searched their memories and figured that never having had a serious fire loss, none would ever come. One day, however, a fire started. The volunteers rushed to work, coupled up the engine, and started to play water on the fire; the water pressure hurst thirteen lengths of hose, resulting in an ultimate fire loss of over \$100,000.

### Heard In

## UNION COUNTY

Reilly Back in Union House  
—Vaudeville in Plainfield?

By J. Mcl.

RICHARD A. REILLY, former manager, Regent Theatre, Elizabeth, has been named as manager of the Union Theatre, Union. . . . Since leaving the Regent, Reilly has directed the Cranford playhouse, Cranford, and Mosque, Newark. . . . Lydia Goodman, Elizabeth, has instituted a \$35,000 damage suit against the Fox Metropolitan Playhouse, Inc., operator of the Fox Liberty Theatre, Elizabeth.

THINKING OF STARTING UP vaudeville in Plainfield. . . . Elizabeth, with its Sunday vaudeville, attracts many. . . . "Dutch" Reilly, long with the Singer Midgets in charge of elephants, has lost out and is back in Elizabeth. . . . Jimmy Quinn, once with Weber and Fields, still can step despite the silver strands. . . . "Kindly desist from talking and thus help your neighbor," is shot on the screen at the Ritz prior to the commencement of the vaudeville programs. . . . They say movie operators in the county have opened one of those emporiums where one can rest.

JIMMY SHEARER, Roselle Park's songster-pianist, will again conduct a kiddies' Christmas welfare drive over a Newark radio station. . . . Nina Morris, familiar cullud figure at the doors of county playhouses with his containers of hot dogs, kraut and mustard, has disappeared.

### Heard In

## NEWARK

The Boys Won't Give  
Pictures

By Bob

BIGGEST SHOCK in many months. . . . Mosque Theatre turns thousands away. . . . Reason: Herb Hoover, from Washington and Iowa, made personal appearance. . . . The town half-wit seeing the immense throng gagged: "I see the 'Phantom President' did better at a second-run house than at the premiere." . . . Larry Shaed ozoned out of RKO Proctor's. . . . Succeeded by Jinnie Powers, late of Proctor's 59th Street house. . . . Powers, like Dan Jacox, turns down request for photograph and interview, saying "no personal publicity, please."

PLENTY of newsreel boys in town to make Arthur Barry, "gentleman" jewel thief, captured by Newark police in the hills of Sussex. . . . Production held up three days because Barry pulled a Cagney, demanding \$100 from each cameraman, but finally settling for \$25 each. . . . Film companies refuse to exercise option on future Barry pictures. . . . Grappler Wladlek Zybisco brought a Polish talkie to town and showing in a hall attracted 4,000 persons in one day. . . . To add to movie house headaches, there are two marathon dances running in suburban town at each end of the city. . . . Same trolley car takes fans to both places. . . . Now Proctor's goes "double feature," bringing in "Goonna-Goonna" and "Once in a Lifetime" and featuring the former. . . . Court Theatre still non-union.

## Death Of Moe Mark Mourned

On his way home apparently on the road to recovery from a siege of illness, Moe Mark, theatre builder, movie pioneer and official in Warner Brothers, died in Utica, November 2.

Mark had been to Clifton Springs and was returning to White Plains, when he suffered a sudden attack of heart disease. He was taken off the train at Utica, placed in an ambulance and was being hurried to a hospital when he passed away. Dr. A. P. Clark, coroner, was called and after talking to Mark's nurse, Mrs. Edna Spooner, who accompanied him to and from the health center, pronounced death due to a heart ailment.

The body was sent to the Campbell Funeral Home in New York City after being given attention by a Utica undertaker.

Moe Mark grew up with the moving picture industry. He started with it in Buffalo in 1897 when he leased a vacant store and operated his first "nickel house." Later he leased other stores in that city and then leased old theatres and built new ones. Eventually he located in the metropolis.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "The Silver Dollar"—WB

Edward Robison, Bebe Daniels, Aline MacMahon, Jobyna Howland, DeWitt Jennings, Robert Warwick, Russell Simpson.

Credit Warners with handing in a fine picture; credit Ed Robison with a real performance, and credit the ledger when theatres play "Silver Dollar." Not that the picture is an immediate hit. The show needs intensive selling, has names, background, plenty of angles. Robison was never better than he is as the silver king who rises to a peak and then goes down the ladder. "Silver Dollar" is a show that can make money.

Estimate: Get behind it.

## "Rockabye"—RKO

Constance Bennett, Paul Lukas, Joel McCrea, Jobyna Howland, Charles Middleton.

Once again they have taken Bennett out of the light comedy class and have given her a dramatic role. Question is whether or not this department offers more box-office possibilities. This time, an actress who doesn't get her man, but life isn't that way, she struggles through a dramatic role as best she can. Cast is up to standard, but subject material is always problematical as far as dough is concerned.

Estimate: Figure it out for yourself.

## "If I Had a Million"—Para

Gary Cooper, Wynne Gibson, George Raft, Charles Laughton, Richard Bennett, Jack Oakie, Frances Dee, Charlie Ruggles, W. C. Fields.

Episodic, the show rates as one of the best from all standpoints—acting, direction and writing. There is only one thing wrong. Shows of this kind have a hard time getting lots of dough at the box office. "If I Had a Million" seems good enough to surmount even this obstacle, but the old bugaboo will have to be killed.

Estimate: There's dough here.

## "Red-Haired Alibi"—Tower

Merna Kennedy, Purnell Pratt, Grant Withers, Theodore Von Eltz.

Tower keeps to its own high standard with a story of a girl who tried to live down a past. Merna Kennedy, who is getting more work these days, is competent, while Von Eltz is best. All in all, the title is intriguing and good exploitation material.

Estimate: Not bad.

## "Penguin Poor Murder"—Radio

Edna May Oliver, Robert Armstrong, James Gleason, Mae Clarke, Don Cook.

Swell mystery show handicapped by lack of a real stand-out name. Once they get in, patrons will see a real, intriguing mystery show, but the trick will be to get them in. Edna May Oliver steals the picture, so boost her. Radio has contributed a sweet programmer.

Estimate: They'll like it.

## "The Conquerors"—Radio

Richard Dix, Ann Harding, Edna May Oliver, Guy Kibbee, Julia Haydon, Don Cook.

Radio gave the industry a great epic, "Cimarron." "The Conquerors" is a worthy successor in every department. It is the sort of story that the country can well see at a time like this, and is the kind of picture an exhibitor waits for to make his box office work overtime. Dix and Harding, Oliver and Kibbee provide two clicking combinations. Telling the tale of an American family and several depressions, "The Conquerors" ends with a note of confidence in the future.

Estimate: Big and fine.

## "Cynara"—UA

Ronald Colman, Kay Francis, Phillis Barry, Henry Stephenson, Viva Tattersall, Florine McKinney.

An excellent performance by Ronald Colman, and distinctly class entertainment. Slow, talky, it doesn't contain enough sturdiness of appeal to interest most audiences. Production, up to the Goldwyn standard, is fine, but the material does not allow for huge grosses. Just a class picture.

Estimate: Highbrow.

## "20,000 Years in Sing Sing"—WB

Spencer Tracey, Bette Davis, Arthur Byron, Lyle Talbot, Grant Mitchell, Warren Hymer, Louis Calhern.

Just about what one would think this would be, and, as a result, a swell picture to sell. Tracey is okay as the prisoner who takes it to save his sweetheart, and if the women folk can be interested in the show, it is box office. Title may scare away some of the timid, but smart showmen will play for the femmes. The men are certain to come anyway.

Estimate: Find the women.

## "You Said a Mouthful"—Warners

Joe E. Brown, Ginger Rogers, Preston Foster, Sheila Terry, Farina, Guinn Williams, Oscar Apfel.

As long as Joe E. Brown carries the load on his shoulders, there won't be any doubt of what the box office will receive. This time as a marathon swimmer; the picture makes up for its defects by contributing a fast and furious finish. "You Said a Mouthful" may not be timely at this moment, but who cares?

Estimate: Title tells all.

## "The Iron Master"—Allied

Reginald Denny, Lila Lee, J. Farrell MacDonald, Esther Howard, William Janney, Virginia Sale, Richard Tucker.

Popular fiction number has been given a well-known feature player cast and by that alone will have to attract attention. Direction might have been better. If the players hadn't been as good as they are, the whole thing would have slid way down. Fortunately, the names will help.

Estimate: Just a picture.

## "Prosperity"—MGM

Marie Dressler, Polly Moran, Anita Page, Norman Foster, John Miljan.

The Dressler-Moran combination can't miss at the box office, even though Leo tampered with this a long time before it was finished. Any Dressler-Moran story can't hold many surprises, so this, as the others, depends upon the individual characterizations to get going. The show, with a title that means money in itself, can stand up anywhere, even if it doesn't hit the top grade. It's dough.

Estimate: No trouble here.

## "Evenings For Sale"—Para

Herbert Marshall, Mary Boland, Sari Maritza, Charlie Ruggles, George Barbier, Bert Roach, Lucian Littlefield.

Good feature name combination with a distinct Paramount class production, "Evenings for Sale" smacks of a high standing when the returns are in. The Marshall-Boland-Maritza-Ruggles quartet turns in a swell piece of performing, while the whole production glitters. Paramount may not have produced a mass picture here, but the show deserves everyone's attention.

Estimate: Very nicely done.

## "The Kid From Spain"—UA

Eddie Cantor, Lyda Roberti, Robert Young, Ruth Hall, John Miljan, Noah Beery.

Sam Goldwyn put a sock of dough into this Cantor spectacle, and he will get it all back with more to spare. Every year the country waits for the Cantor movie. This season the country will flock to see it. As the toreador who doesn't want to be one, Cantor is immense. So is the production. All in all, if they would all be like this, theatres would need rubber walls.

Estimate: Repeat that.

## "Guilty or Not Guilty"—Mono.

Betty Compson, Claudia Dell, Tom Douglas, George Irving, Wheeler Oakman.

Gang story with some human elements to interest the family trade. The cast contains some names that can be sold, but, in short, the production does not have too much to distinguish it. The title is a good one, and that can make the picture saleable material.

Estimate: Sell the title.

## "Renegades of the West"—RKO

Tom Keene, Rosco Ates, Betty Furness, James Mason.

Keene goes to jail to round up the gang, love helps conquer all and another western epic is recorded for the delight of thrill lovers. Keene is up to his usual standard, and as long as the riding is heavy and punchy, who cares?

Estimate: Ride 'em, cowboy.



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with a tear and bursting  
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**MITZI GREEN • MAY ROBSON**  
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Directed by  
**John S. Robertson**  
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David O. Selznick, Executive Producer

Nov 10 '32 b.c.





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# EXHIBITOR

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Vol. 5—No. 6

NEW YORK, NOVEMBER 25, 1932

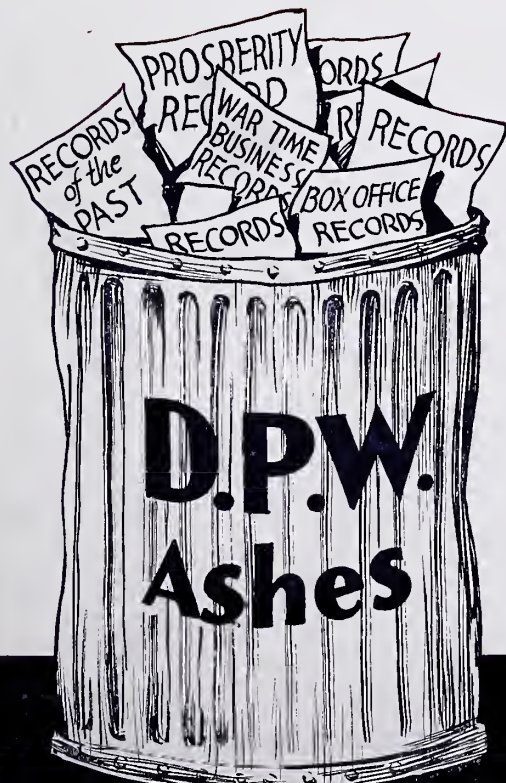
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"Theatre of the Stars" and "Showplace of New England"—7 days—November 25th
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 natural with a  
 title that'll bring  
 the lady patrons  
 . . . and a story  
 that'll enthuse  
 them.



# WON'T

Laughter—tears—  
 Treachery — Ro-  
 mance in an  
 amazing story of  
 a woman who told  
 a great lie to right  
 a great wrong.



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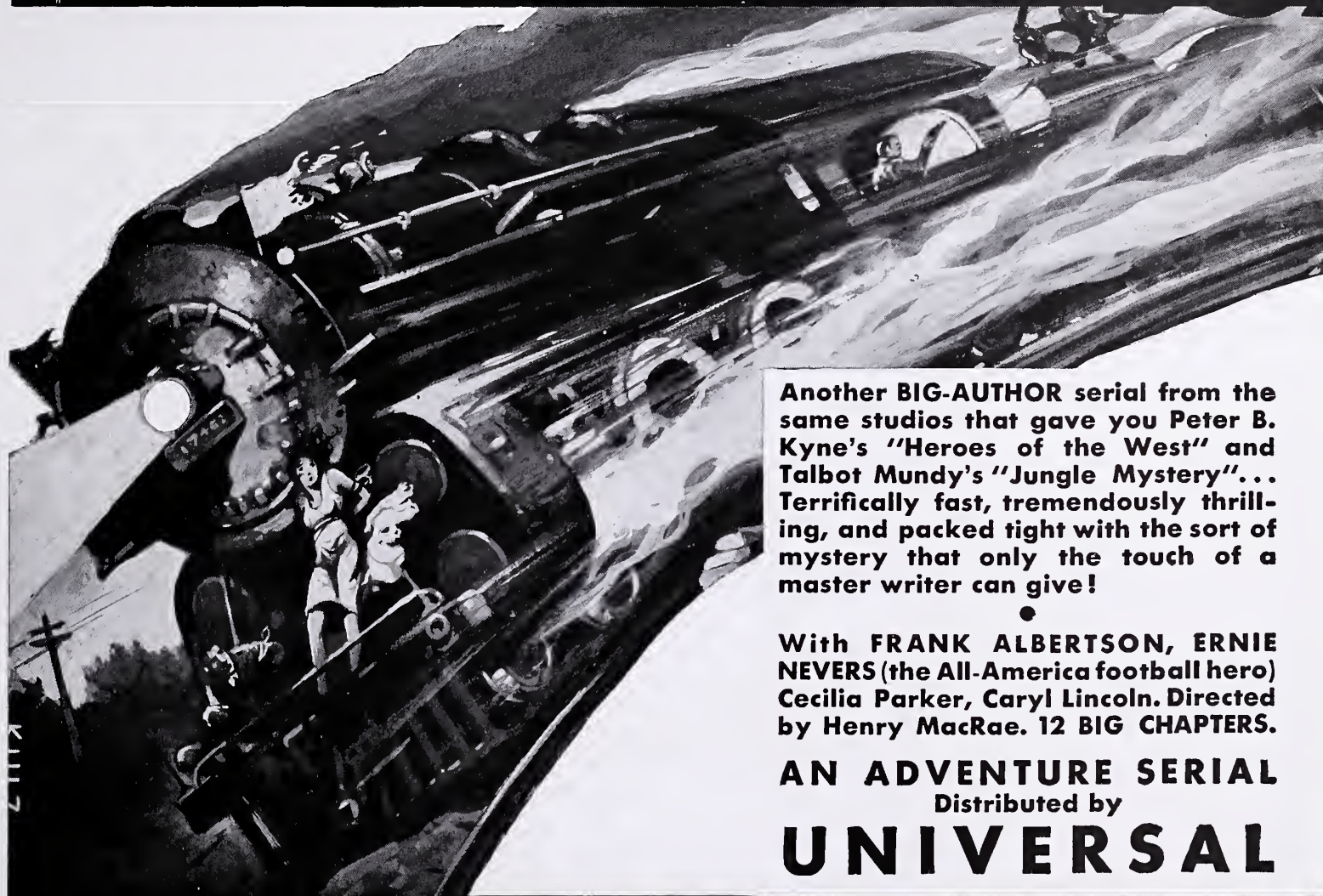
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# **RICHARD THE CON**

Nov25'32 pg. 4

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LOVE  
MADE THEM CONQUERORS!

...Wars! Panics! Heartaches... Heartbreaks!  
Such were the fires that forged the steel for  
their swords and their plows...for they came  
with Conquerors' blood in their veins and  
banners of courage flying! Out of their hearts  
flamed the faith of a dauntless nation... and  
out of the thunderous hours they lived has  
come a drama deep as human passion!...

# DIX ANN HARDING CONQUERORS

Nov 25 '32 pg. 5

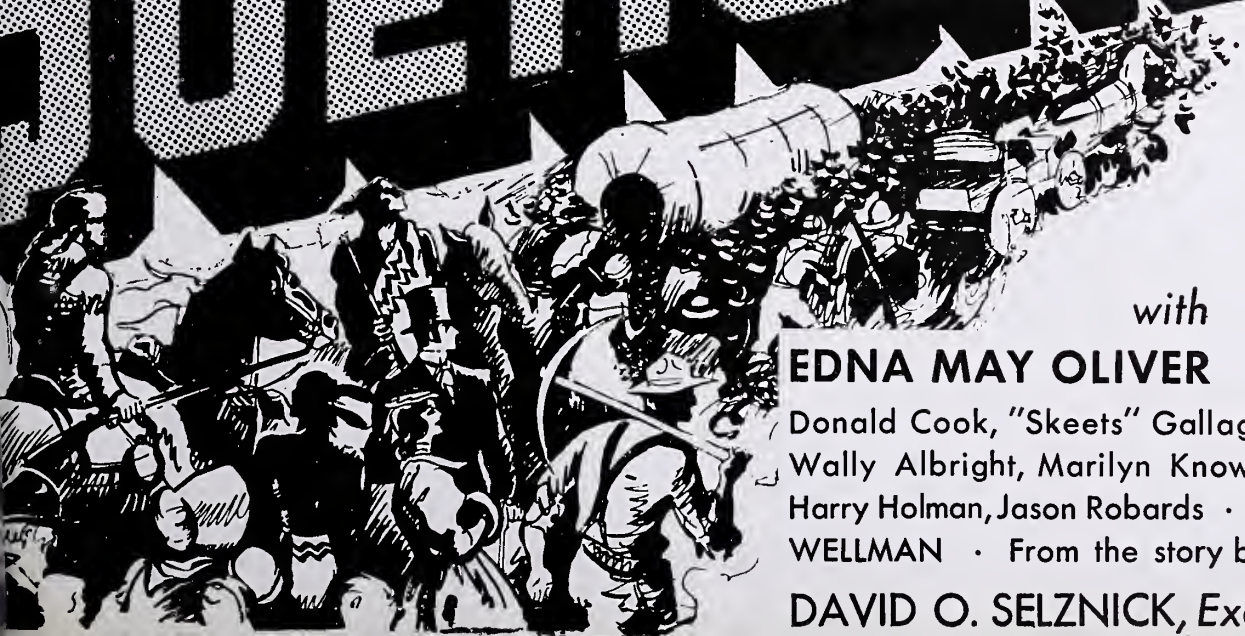


with

**EDNA MAY OLIVER · GUY KIBBEE**

Donald Cook, "Skeets" Gallagher, Walter Walker,  
Wally Albright, Marilyn Knowlden, Julie Haydon,  
Harry Holman, Jason Robards · Directed by WILLIAM  
WELLMAN · From the story by Howard Estabrook

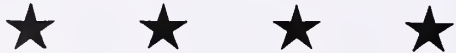
**DAVID O. SELZNICK, Executive Producer**



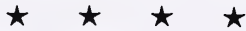


The SAMUEL GOLDWYN Production  
of  
**RONALD  
COLMAN**

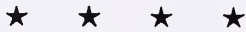
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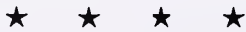
"A candidate for listing among the ten best!" —*Film Daily*



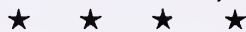
"Re-affirms the conviction that Hollywood can turn out pictures that strengthen the foundation of the industry!" —*Motion Picture Daily*



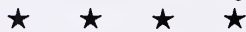
"Undoubtedly will be listed among the year's superfine productions!" —*Boston Globe*



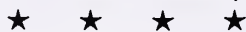
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**KAY FRANCIS**

How often have you said to yourself, "Wouldn't I love to have been in that picture!" Well, here's one you are in...one that you can't help being a part of...so quickly does it sweep you into the story...so beautifully does it carry you away!

Directed by KING VIDOR

**UNITED ARTISTS**



# The New York State EXHIBITOR

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November 25, 1932

## Support Your Chieftains

ONCE again exhibitor representatives have gathered around the conference table. Once again Allied and M. P. T. O. A. chieftains have conferred with a representative of a producing company. Once again there is a hope that out of these conferences may come a partial solution, at least, of the exhibitors' problems.

Unlike the 5-5-5 catastrophe at Atlantic City, however, there is reason to believe that continued constructive efforts will lead to constructive accomplishments.

This belief arises because of a host of reasons. In the first place, the sole producer representative at the preliminary meeting, was Sidney R. Kent, whose standing in the eyes of exhibitors and distributors is unequalled anywhere in this business. Kent has again given of his time, his energy, his experience, to assist the exhibitor deliberators. No one is more sincere, no one more honest, no one more respected. At the recent New York and Washington meetings Kent has spoken straight from the shoulder, has admitted that the exhibitors' battle was the producers', too, that if the present conferences fail, no one can predict what results may take place. When the history of this business is written, there will be no name more honored and revered than Sidney R. Kent.

Another reason for a hope of actual accomplishment comes because of the presence of Abram Myers, Allied leader. In the short time that he has been a part of our industry, Myers has gathered unto himself a wide knowledge. Those who have had the privilege of meeting him around the conference table are amazed at the manner in which he has understood the mechanics of the business, the industry's workings and actual knowledge of exhibitor problems. Myers is well on his way toward becoming a bigger asset to this industry, regardless of exhibitor affiliation. Myers is fair.

A third evidence of why these preliminary conferences may lead to definite results comes from the presence and work of M. A. Lightman, M. P. T. O. A. president. Lightman, who has been placed in as difficult a position in this industry as Hoover in the nation, has been a tireless worker for many years. Conservative, yet recognizing the need for immediate aid for exhibitors, Lightman has done his best, honestly, sincerely.

These new deliberations cannot afford to suffer the same fate as the 5-5-5. Exhibitors everywhere express

the hope that this time the producers will not only give a verbal assent, but a real, binding promise for co-operation. For if this is not forthcoming, exhibitors must and should have recourse to governmental intervention.

There are few intelligent exhibitors who desire federal supervision. But if it comes, the reason for it will be traced to the producers themselves. No industry can ever expect to progress unless everyone in it works for it, sincerely, honestly.

Exhibitors owe it to themselves and their leaders to attend the mass-meetings in Chicago, November 28, and in New York, December 1, and help pass upon the proposal submitted, which should eliminate many of the evils existing in the industry at present. We have seen the proposal and endorse it wholeheartedly as being the finest document exhibitors can hope to get and still be fair.

It is significant, too, that this new feeling comes at a time when these publications sponsor a REBUILDING OF THE FUTURE. Certainly, a complete and harmonious understanding between exhibitor and distributor would be a real rebuilding.

## Handwriting On the Wall

SO much has been said in these columns on decentralization and its benefits that it is useless to repeat what the industry knows and has known for many months—that motion picture theatres cannot be operated like chain grocery stores, that a theatre must be, always, an individual enterprise, catering to individual tastes, individual ideas in different communities.

It is not too late, however, for those remaining chains to profit by the mistakes of others. There are smaller evils in chain operation that can be eradicated swiftly and with little trouble.

Perhaps the primary fault of the huge chain is the booking problem. How, when and what shall be booked is part of the exhibitor's theatre bible. When a home office booking department or an exchange tries to tell the individual theatre when to play his pictures and how, there is need for a change somewhere.

There has been more money lost in this business in improper and unintelligent booking than in most of the other departments. Why does an exchange think that its demand of definite days, in a certain part of a week, will bring more benefit to itself and the theatre?

Decentralization is the handwriting on the wall for circuits everywhere. Perhaps it will go a long way towards changing the idea of home office booking departments.

As far as the individual exhibitor and the exchange is concerned, however, the reason for remedy is not so immediate. Perhaps this must wait until the executives higher up discover that the offending exchanges haven't been benefitting the parent company or exhibitors through such tactics.



More Than a Decade of Constructive Effort  
1918-1933



# Wingate Report Shows Immense Profit in State Censor System

**Staff of Four Inspectors Inadequate, Survey Proves — Ten Pictures Banned During Past Season — State Police Aid**

Motion picture industry has contributed to the state of New York, through the Motion Picture Division and its predecessor organization, the Motion Picture Commission, since August 1, 1921, more than \$1,333,000, according to Dr. Frank P. Graves, Commissioner of Education, in a bulletin just released by the State Education Department.

This figure was supplied Dr. Graves by James Wingate, who recently resigned as director of the Motion Picture Division of the State Education Department. Total receipts from August 1, 1921, to June 30, 1932, were \$2,220,864.93 and expenditures during that period, \$864,486.56. Net profit to the state has been \$1,356,396.37.

The Motion Picture Division not only reviews and licenses all pictures except news releases prior to exhibition in New York state, but has the duty of inspecting theatres or any place where motion picture films are exhibited, stored, kept or used, to learn whether such films have been licensed; if the license leader is displayed on the screen and if eliminations have been made in accordance with directions of the division.

During the past fiscal year 1,652 miles of motion picture film have been reviewed, comprising a total of 2,015 different subjects. Eliminations were made in 326 of these subjects. The total number of eliminations was 2,580, as compared with 3,031 of the previous year. They are classified as follows: Scenes eliminated, 1,487; titles eliminated, 1,093. Grounds on which eliminations were made were classed as follows: indecent, 315; inhuman, 266; tending to incite to crime, 1,116; immoral or tending to corrupt morals, 811; sacrilegious, 72. Thirteen pictures were rejected in toto, of which three were revised and approved with eliminations.

Of the films reviewed during the year, 1,939 were talking pictures out of 2,015. The division not only reviews the pictures, but reads all dialogue before issuing a license.

Dr. Wingate declared the staff of four inspectors is inadequate to cover the 1,800 theatres in New York state, 600 of which are in New York city. In smaller communities, the inspection work is supplemented through the co-operation of the New York State Police.

The great majority of reputable producers and theatre owners continue to show a desire to comply with the provisions of the statute, Dr. Wingate reported, and inspectors rarely find an unlicensed picture being exhibited.

## Roxy's Vision

The programs of the Radio City Music Hall, largest theatre in the world, opening December 27, will present variety in all its phases and will attempt to present a new type of entertainment embodying the best of all realms in the theatre from grand opera to jazz, but without any movies at all, Roxy said at a luncheon given by him at the St. Moritz Hotel.

Heard In

**44TH STREET**

Larry Jacobs Leaves—  
Dreeben Leads

EDDIE GOLDSTEIN is now with Jack Bellman as a special rep. . . . Larry Jacobs is no longer with First Division. . . . He has a connection with one of the biggest syndicates in the country.

SOMETHING TO BE THANKFUL FOR: Moe Streamer for U-A's "Kid From Spain." . . . Morris Epstein and Otto Lederer for F-D's "Goona-Goon." . . . Herman Gluckman for the nice run of Majestic pictures. . . . Arthur Greenblatt because things are picking up for Invincible. . . . Ed Schnitzer because "False Faces," from World Wide, got those Paramount dates. . . . Joe Vergesslich because "I'm a Fugitive" is breaking a lot of Warner records. . . . Phil Myer because "The Bitter Tea of General Yen" may open up the new Roxy. . . . And why shouldn't Columbia be happy. . . . Leo Abrams because Universal has made Broadway Universal conscious.

IRVING DREEBEN is leading the ad salesmen in the Fox drive. . . . Sol Kravitz is booking for Invincible. . . . Things are picking up a bit in the Arthur Greenblatt exchange. . . . Harry Buxbaum's Fox exchange is up at the top in that company's drive. . . . Joe Lee expects the exchange to come in first in the "Congorilla" drive. . . . Morris Kurtz is heading the sales folk. . . . At Columbia Phil Myers expects to bring home the bacon in the cash Columbia push now current. . . . While at Radio, Bob Wolff doesn't intend to let that company's prize for cash receipts slip out of his grasp.

JOE UNGER'S DIVISION is up near the top in the Paramount drive. . . . Jersey, New York and Brooklyn are in the first ten, with Messrs. Sweigert, Siegel and Randel happy. . . . A. Gebhart (Jersey) is heading the salesmen, with M. Broad (New York) not so far away. . . . Clayton Hendrickson is heading the ad salesmen. . . . Two weeks more to go.

## "Goona-Goon" Repeats Success in Other Spots

"Goona-Goon" is doing the same smash-up business in other towns as in this city. The show has made a lot of money in Toledo, Chicago, Newark, Albany and other engagements. RKO has just booked the picture to its ace houses in this city, including the RKO Albee and choice neighborhood spots, while Skouras' big nabes will also play the show on the best days.

More road show engagements are being lined up. Regardless of opposition, when "Goona-Goon" is given the proper campaign, the First Division show cleans up. Loew has given the show ace playing time.

## Hurst to Nizer

A nice bit of by-play arose at the election night festivities at the M. P. Club, when Fannie Hurst told one of her own stories about the man who ordered a Hitler herring, the kind, it turned out, which was a Bismarck without brains. Louis Nizer, toastmaster, said a sequel could be written to it, wherein the Bismarck without brains would not be a Hitler herring, because it still had a heart.

It was a nice bit of by-play and went over well.

## Jersey Allied Sticking With the National Body

### Samuelson Denies Story of Internal Dissension

Sidney Samuelson, president, Allied Jersey, denies, in a statement, that there may be any split in the Allied national ranks, as far as Allied Jersey is concerned.

He says:

Intimations that the Jersey Allied unit is committed to approval of the industry conciliation program, regardless of what action might be taken by other Allied units, are entirely false.

This, coupled with the rumors being printed as news that action on the program by Allied States might lead to a split in the national organization, makes it imperative for Jersey to state its position.

Jersey is an integral part of Allied States Association, proud of the fact that it has been a member unit since the inception of Allied, and committed to thoroughgoing support of President Steffes and Chairman of the Board Myers.

Jersey's record of loyalty is such that I can say without hesitation that if a majority of the Allied units find the industry conciliation program unsatisfactory, Jersey will go along with the majority.

It is hoped that this declaration will end further intimations of a possible split in Allied ranks.

## Quittner Suit Due

Quittner suit against distributors for \$5,000,000 or so is set to begin this week-end.

The up-state exhibitor wants damages on charges of trust act violation, etc.

## South Nyack Theatre

Clarkstown Country Club, South Nyack, is to erect a theatre on its four-acre plot in the spring. Plans have been prepared by Howard Greenley, New York architect.



# Expect Most Companies Will Give Approval To Contract Within Week

## Depression Items

Net loss of \$4,964,331.06 is reported by RKO and subsidiaries for the nine months ended September 30.

Warner Brothers show a net loss of \$11,224,550.88 for the year ending August 27, of which amount \$4,794,508.49 was operating loss.

## Heard In

**CROSSTOWN**  
Wingart to Fox and Some Changes

MASCOT is moving shortly to a new home at 1776 Broadway. . . . Passing of A. E. Lefcourt, prominent realtor, builder and lately interested in Remington Pictures, will not affect the company, it is reported. . . . J. D. Trop, Jack Bellman, Louis Schneider and Sam Fridman are still interested. . . . Earl Wingart has resigned from Paramount publicity for Fox. . . . "Sign of the Cross" goes into the Rialto, November 30. . . . Two a day. . . . Tom Baily is now with Fox, resigning from Paramount. . . . James Furman has resigned from Warner Brothers' theatres and has gone to Oscar Doob. . . . RKO plans to darken a lot of houses before Xmas.

PARK, South Plainfield, N. J., has reopened. . . . So has the Mayfair, West New York; the Forum, Bronx; Strand, Union City (by Nicoletti), who has the Union, Union City; the Liberty, 116th Street, has reopened. . . . Community, Seacucus, N. J., has changed hands, with General Pictures, Inc., now operating.

HARRY HERMANN has taken the Nostrand, Nostrand Avenue, Brooklyn. . . . Walnut, Newark, is now Rosenthal-operated. . . . The fellows who have the Hip are a couple of mid-western showmen. . . . They say that the Sidney Cohen-RKO deal for the Empire is on again. . . . Joseph Pelter has taken the New Royal, Southern Boulevard, Bronx.

CENTRAL is now showing pictures. . . . Translux had a gala send-off and is now doing business at twice the old stand. . . . Irving (burlesk) shows pictures on Sunday. . . . Adam Binkhoff has the State, West Orange. . . . Moffitt Gall, Washingtonville, is closed for the winter. . . . While the Roslyn, Roselle Park, has reopened, with previous owner in charge. . . . F. C. Hoch has reopened the Central, Goshen.

FORDS, FORDS, N. J., has been taken over by the Fords Holding Company, Inc., Judge Nelson president. . . . Lewis Theatre, Newark, is now a Lewis Karner possession. . . . While the Fort Lee, Fort Lee, N. J., is in the grasp of A. M. De Haven.

EAST ORANGE, N. J., now has Sunday movies. . . . Last vote decided the measure, so now folks can sit anywhere in the city. . . . Plainfield also gave the blue laws a rap at the last election. . . . Mike Simmons'

## November 28 Mid-West Exhibitor Meeting Looms — Theatremen Rallying for December 1 Session at Park Central

By the time the November 28 meeting of the exhibitors of the Middle West is held in Chicago, practically all of the distributors will have given their okay to the new standard exhibition contract formulated by the Allied and M. P. T. O. A. representatives meeting with Sidney R. Kent, president of Fox.

## 306-Empire Feud Still Part of Local Headlines

### No Decision On Any Actions Involving Unions

With pickets still picketing and lawyers still arguing the eternal battle between Local 306, Kaplan operator unit, Empire, and the distributors keeps creeping into the headlines.

A former president of 306, Harry Mackler, had one of the organizers of the union in court recently on a charge of disorderly conduct. Theodore Greenberg, the organizer, is one of the 21 union officials now under indictment with Kaplan for alleged conspiracy and coercion.

The complaint had something to do with a red-headed woman.

Meanwhile, the various actions involving 306-Empire and the distributors are being postponed as fast as they come up.

The \$200,000 suit should be heard any day now.

The district attorney investigations and the national labor body inquiry into Local 306 are also being continued.

But the pickets keep picketing.

Moonbeam Amusement Company was given permission to examine certain witnesses in connection with its action against the distributors. Jack Springer, Sisteros Cocalis, Louis Nizer, Charlie O'Reilly and Morris Kutinsky were mentioned.

first issue of the "Monogram Magnet" speaks well for him.

R. J. WHALEN is managing the RKO 58th Street. . . . J. S. Parr is handling the RKO Proctors' Newark. . . . S. Giratis is handling the RKO Regent, Kearney, N. J. . . . Carol Martenson is assistant manager, RKO Richmond Hill. . . . Nate Rubin is assistant manager at the RKO 58th Street. . . . Sam Sarken, formerly at the Mayfair, is in Washington.

MATTIE RADIN and Charles Levin are in the inde exchange business. . . . They also operate the Acme Theatre. . . . The Hip has a two-bit top under its new policy. . . . A. J. Cooper and W. F. Carrol have it. . . . Edgar Wklach is managing the Audubon. . . . Paramount Theatre is six years old. . . . And plenty of things not even dreamed of have happened. . . . Since then.

This is the outlook this week, as companies individually are falling into line.

Following the meetings held in Washington and New York, exhibitor representatives have given their approval to the pact and seek only the okay of exhibitor organizations and the two meetings. Almost unanimous approval will be necessary.

It is hardly likely that there will be any kicking over of the entire arrangement by anyone, but in that case those favoring the contract will go ahead anyway.

Thus far, United Artists, through Al Lichtman, has been the only company to turn down the contract. Metro, World Wide-Educational and Fox have approved it.

It is expected that Lichtman will attend the exhibitor mass-meetings to explain his position. This should lead to plenty of fireworks.

In the long run, however, it is expected that most of the companies will give their approval to the agreement.

Locally, Charlie O'Reilly will preside over the meeting scheduled for the Park Central, December 1.

Although O'Reilly's T. O. C. C. unit does not belong to Allied or M. P. T. O. A., the body is naturally interested in the acceptance of the best possible contract for exhibitors.

All the Allied units, including the newly formed New York Allied, in the east, will have delegations there, while there will be exhibitors belonging to the M. P. T. O. A. bodies and independent groups in the territory also attending.

### Brenon With Monogram

W. Ray Johnson, president, Monogram Pictures, announces that Herbert Brenon has joined the Monogram production forces as a director. He will be immediately assigned to a "special," story for which is now being selected.

Among the many films produced under the direction of Brenon were "Lummox," "Beau Geste," "Sergeant Grischa," "Transgression" and "A Kiss for Cinderella."

J. J. PATTERSON is the new manager of the RKO Greenpoint. . . . Earl Belcia is handling the RKO Royal. . . . J. C. Sheridan is managing the RKO Central, Cedarhurst. . . . Catherine Littlefield is premiere danseuse of the RKO ballet.

AL WILKIE is now publicity chief for Paramount. . . . With Earl Wingart taking the same post at Fox. . . . Gabe Yorke is in charge of advertising at Fox. . . . James Furman is now with Loew's. . . . Fox has taken the Gaiety for "Cavalcade."



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**4**

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OF THE YEAR**

Look 'Em Over—And Judge

**No. 1**

**"Last of the Mohicans"**

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EDWINA BOOTH  
HOBART BOSWORTH  
JUNIOR COUGHLAN

**No. 2**

**"Hurricane Express"**

with  
JOHN WAYNE  
CONWAY TEARLE  
SHIRLEY GREY  
TULLY MARSHALL

**No. 3**

**"DEVIL HORSE"**

with  
FRANKIE DARRO  
NOAH BEERY  
HARRY CAREY  
GRETA GRANDSTEDT

**No. 4**

**"Whispering Shadow"**

with  
BELA LUGOSI  
AND THE USUAL GREAT  
MASCOT SERIAL CAST

**NOW!**

WITH CONDITIONS OF TODAY  
YOU CAN'T AFFORD

**TO STAY AWAY**

**SO!**

What Are You Waiting For

MASCOT  
SERIALS



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**Buy National Mazda Lamps**

Japanese-made lamps are being offered in the local market. The buying of these by exhibitors has put out of business a local factory, throwing 600 people out of work. Join with us in buying national made Mazda lamps, and get the benefit of special discounts we are able to offer through group buying.

—J. H. Michael.

**Don't Violate the Juvenile Law**

A letter from Roy F. Woodbury, director, Juvenile Protective Department, Children's Aid Society and Society for the Prevention of Cruelty to Children, Erie County, to Jules Michael says:

"We have received report that some of the theatres are permitting children under 16 years of age to participate in stage acts in their amateur performances. This is in violation of the law. We have been able to clear up specific instances, but we understand that some of the theatres are still permitting children to thus appear. Our purpose in writing is to inquire if your office would be kind enough to send out a general form letter to the theatre managers calling attention to this law.

"Buffalo has obtained a very enviable position in the enforcement of the law relative to the use of children in public exhibitions. This was largely due to the splendid co-operation received from theatre managers. We would not like to see this record broken due to ignorance on the part of theatre managers not familiar with this phase of the law."

**Incorporations**

East Coast Productions, Inc., of Manhattan. To deal in the motion picture business.

Picture Alliance Corporation of Delaware. To deal in pictures, photoplays, etc.

**Central, Goshen, Opens**

After having been closed for a long time, the Central Theatre, Goshen, county seat of Orange County, has reopened with sound, under the management of Frank C. Hock.

**Roxy Makes New Deal With Fox Films**

Terms of the new deal between Roxy Theatres Corporation and Fox have been approved by Federal Judge Francis G. Caffey.

Roxy will pay Fox a guarantee of \$5,000 a week in advance, with \$7,500 for specials. Contract also calls for percentage of the gross, placed at 15 per cent in rumors. The agreement will last until December 15, when the receivership comes up again.

***We appreciate this, SAM DEMBOW, Jr.***

Congratulations on the fifteenth anniversary of The Exhibitor.

The only way I know to convey my sentiments about your publication is to subscribe for an additional three years, for which I enclose my check herewith.

With every good wish and with kindest personal regards, I am

Sincerely, SAM DEMBOW, Jr.

SAM DEMBOW JR. 1501 BROADWAY NEW YORK CITY	No. 103	NEW YORK, November 10, 1932 193	41
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Heard In

**B U F F A L O**

Lots of Changes and Sargent Wins

By Mary Ann

NIAGARA FALLS EXHIBITORS held a meeting in the offices of Herman Lorence, Strand, to discuss "raising admission prices." a truce was declared and all signed an agreement to raise their admission prices 5 and 10 cents. . . . Exhibitors will be glad to know that Willis H. Sargent, prominent Syracuse attorney, and member of the board of directors of the M. P. T. O., was re-elected to the Assembly. . . . At a meeting of the M. P. T. O., held November 14, Jules H. Michael was designated to represent that organization on the board of directors of the M. P. T. O. A.

FILM ROW extends deepest sympathy to M. J. and Sid Kallet on the death of their father. . . . Wm. Cadoret, from Scranton, Pa., was a visitor along Film Row recently. . . . Skouras is contemplating opening the Empire, Syracuse, very shortly, with a double-feature policy. . . . House has all been redecorated and W. E. sound equipment installed. . . . Many out-of-town exhibitors journeyed to Syracuse to see the Syracuse-Colgate game. . . . Seymour Morris, formerly assistant manager, Eckel, Syracuse, has been transferred to the Strand, Carthage, as manager.

CHARLES HAYMAN, president, Lafayette Theatre, Buffalo, flew to New York. . . . Charlie invited Bill Cadoret to fly with him, but Bill decided he would rather be on good old terra firma. . . . Joe Miller, Columbia, was also invited, but refused. . . . Buffalo film row was visited by quite a representation of exhibitors from Rochester and Syracuse recently, such as Sol and Leon Schafer, Max Fogel, Bill Tishkoff, H. Gilbert, Lester Wolfe and Marshall Taylor. . . . It is rumored that Skouras will take over the operation of the Bellevue Theatre, Niagara Falls. . . . Cataract Theatre, Niagara Falls, has reopened, under the management of Herman Lorence. . . . Colonial Theatre, Niagara Falls, reopened recently. . . . Nate Robbins, out at Colonel, Utica, Charles Morse in as owner. . . . Falls Theatre, Honeoye Falls, operating Saturday only. . . . Sam Slotnick out at James Theatre, Utica.

BRINSLEY'S LIBRARY, Aurora, has closed. . . . Lyric, Rochester, opened November 5. . . . Studio Theatre, Moravia, closed. . . . Lester Wolfe, former salesman, Metro, has taken over the Harvard Theatre, Syracuse, from Phil Smith. . . . Joe Miller, Buffalo Columbia manager, has had a meeting with his sales organization to devise ways and means by which he is to successfully win the "Columbia Pictures Corporation drive," which ends December 17. . . . Harry Simon, formerly manager, Richardson Theatre, Oswego, has leased the State Theatre, Oswego, and reopened the theatre recently.

LINCOLN THEATRE, Rochester, just reopened under new management. . . . Bill Thompson took over the Palace Theatre, Rochester, and is keeping it "closed" to protect his nearby Cameo. . . . R. E. Blouvet has reopened his LeRoy, LeRoy. . . . S. Seplowin, manager, and W. Hurlburt, special representative, Graphic exchange, of Detroit, Michigan, visited Berkowitz, Standard exchange, Buffalo, to have a confer-

Academy Awards

The Academy awards contained few surprises

Helen Hayes and Fredric March won individual acting honors; Frank Borzage was credited with best direction with "Bad Girl"; "Grand Hotel" was the best produced picture; "The Champ," Frances Marion authored, was the best original; "Bad Girl," Edwin Burke, Fox, was the best adaptation; Lee Garmes, with his "Shanghai Express" work, won the photograph honors; Gordon Wiles, with his "Transatlantic," Fox, secured art direction credit; while Paramount was given award for the best sound.

Walt Disney, for Mickey Mouse, was given special award, while shorts credit went to Sennett's "Wrestling Swordfish," "The Music Box" and the Silly Symphony, "Trees and Flowers."

ence on Majestic. . . . Oh! oh! "ain't that sumptin," that new imported camel's hair coat that Joe Levy, Warner Bros., is sporting. . . . Leone Ehrne, Warner Bros., very capable cashier, dashed over to the Elwood Music Hall to hear Lawrence Tibbet sing. . . . Andy Smith, eastern general sales manager, on tour of several Warner exchanges, stopped in to confer with Harry Seed. . . . Harry Seed, Warner local manager, stated that Warner office here is practically all sold up for the '32-'33 product, about 91 per cent closed. . . . First time that Warner Brothers, nationally, closed every circuit 90 per cent.

JULES H. MICHAEL, chairman, Motion Picture Theatre Owners, won the trophy at the "split-pea soup contest," held at the Men's Club, Temple Beth Zion. . . . Harry Berinstein, Berinstein Interests, just left for another trip around the world with his wife. . . . It was rumored in Binghamton last week that the Comerford interests are supposed to have made a deal with Ben Dittrich, Lyric Theatre, Endicott. . . . Lydia Behling, manager, Ellen Terry and Sylvia Theatres, Buffalo, just returned from a three weeks' trip to New York, where she saw several good legits. . . . Her smiling countenance proved that her well-deserved vacation was a success.

"DESERT SONG" is coming to Shea's Buffalo, starting November 25. . . . Shea Community Theatres have tied-up with the "Buffalo Times" on a Yo-Yo contest. . . . "Times" is giving this stunt much publicity. . . . Manager John E. Carr, Great Lakes Theatre, reports much favorable reaction to the recent lowering of prices at this downtown Shea Theatre. . . . Shea's Century Theatre also recently cut prices. . . . Robert T. Murphy has been appointed manager, Hippodrome Theatre. . . . Bob has been with the Shea organization many years. . . . Some of the Shea Community Theatres are giving away turkeys Thanksgiving week to their patrons. . . . Election night brought good business for downtown theatres this year because the theatres started in early to fight off the election night bugaboo.

BILL JOHNSON, well known in Buffalo as a repair man, unexcelled, of projection equipment, seems to have wandered off the straight and narrow, not showing up at the shop one Wednesday last. . . . Cause unknown.

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Such Major Circuits as

WARNER BROTHERS  
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WHAT ARE YOU WAITING FOR?



**Sayreville Wants House**

Sayreville, N. J., wants a theatre. Town has 3,000 population and draws from surrounding countryside. Get in touch with the board of trade.

**Heard In**

**N E W A R K**  
Mayfair Sues for \$300,000 Damages

**By Bob**

EDDIE WALLACH transferred from Skouras Terminal to Audubon, N. Y. . . . Marie Renchler, who handled trailers for Warner Jersey division, now doing publicity for Terminal. . . . Miss Renchler was brought to Newark from Middle West by the Skouras boys when they were operating Warner theatres. . . . Orpheum, race house, is having trouble because it shifted from Negro to white manager. . . . Little Theatre, which was getting 55 cents from opening to closing, has reduced prices for matinee and put on an "Early Bird" matinee show, opening at 11 instead of 1.30. . . . Midget playhouse now giving coffee and cake on the arm. . . . Sidney Franklin, manager, denies that management will press pants free with every admission. . . . If musicians at the last minute hadn't held out for four weeks back pay, Newark would have vaudeville by now. . . . Determination to put in "flesh" reached by Paramount-Newark and Loew's when Proctor's went in for double features.

CLINTON AMUSEMENT COMPANY, operator of Mayfair Theatre, East Orange, starts suit for \$300,000, charging restraint of trade. . . . Defendants are Warner Brothers Theatres, Inc., Warner Brothers Picture, Inc., Universal Picture Exchange, United Artists Corp., Fox Film Corp., RKO Distributing Corp., and Motion Picture Producers and Distributors of America. . . . Bill of complaint alleges that Mayfair, because of illegal combination, must pay first-run prices for second-run product.

**Heard In**

**P A S S A I C**  
Pashmans May Take Capitol Theatre

**By Eye-Ess**

RUMOR in local theatrical circles is that Pashman Brothers, owner of the Strand, Clifton, will take over ownership of the Capitol, Paterson, 800-seat house. . . . Paul Muni is a cousin of the Israel Packers, Passaic. . . . Garrett Voorman, manager, Montauk (Warner Brothers) staged a big exploitation and advertising campaign for "I Am a Fugitive." . . . The "Herald-News" ran a six-day serial the week before the show went on, briefly reviewing the story. . . . Passaic Legionnaires set aside a special day for war veterans to see the show. . . . Rialto (Harry Hecht) started its first-run trials with "Washington Merry-Go-Round." . . . Manager Harry Hecht, who had been experimenting with German talkies in recent weeks, says the popularity is waning.

HARRY DONEGER'S PALACE, however, continues with foreign midnight features. . . . Cereal sets are given women patrons of the Palace. . . . China is distributed among women customers at the Strand, Clifton. . . . Ringside pictures of the Canzoneri-Petrolle battle were shown at the Ritz Garfield. . . . Tony Canzoneri is a personal friend of Manager Dick Ettelson and made an appearance at the theatre only a few weeks ago. . . . Fifteen live turkeys and ten live ducks were given patrons of the Ritz last week. . . . Dresserware and kitchenware are being given women at the Garfield house.

MANAGER BILL WEISS, Capitol (Warner Brothers), was host to high school football teams from Passaic, Clifton, Garfield, Rutherford and East Rutherford at the showing of "All-American." . . . Bill Weiss was host to "Herald-News" carriers at the showing of "The Phantom of Crestwood," the radio thriller. . . . Because of the intense interest in the presidential election, both the Capitol and Montauk provided special election returns facilities. . . . An interesting lobby display for Armistice

**Heard In**

**H U D S O N C O U N T Y**  
Neary Laid Up and a New Bennie

**By Ike**

J. CONSIDINE visited relatives on Long Island recently on his day off. . . . James Madigan frequently seen with a pretty brunette. . . . William Tuite back on the job after several days illness. . . . D. Critelli an ardent football fan. . . . E. Hennessey took a busman's holiday. . . . Irving Lesser, former supervisor of Skouras J. C. houses, visited the Skouras office recently. . . . Mike Neary was laid up for several days with foot trouble. . . . Loew's has slashed admission prices. . . . Irwin Zeltner a recent Stem visitor. . . . A. Petch wearing a new chesterfield. . . . While the writer is sporting a new benny. . . . Jim Cambridge recovering from a tough cold. . . . Ushers Moore and Lynch were converted into chain gang guards in the Stanley lobby for the showing of the Muni convict flicker. . . . Bob Deitch taking in the rasslin' matches again. . . . What has become of Al Mann's favorite pipe? . . . Josie Monte Carlo is singing steadily over the radio. . . . Mickey Kippel has written a new ballad.

EMMETT DUGAN has been advanced to chief usher at the Stanley, replacing Joseph Zilch, resigned. . . . George Wedemeyer and Bob Deitch were kept busy at the Stanley supplying the guests with election returns. . . . Artist Dave Friedlander has quit the Warner house for a better job in New York. . . . Joe Cantoli and the Mrs. recently celebrated their 28th wedding anniversary.

Day week was set up in the Montauk. . . . The Legionnaires provided army rifles, gas masks, tin hats and other paraphernalia. . . . Strand, Clifton, was threatened by fire when a private dwelling adjoining the theatre was the scene of a bad blaze. . . . Montauk, through Manager Voorman, co-operated with the Chamber of Commerce in putting across a big two-day sale. . . . Ten electric clocks were given as special gifts for lucky patrons of the Rex, East Rutherford.

**Sure Cure for Box Office Blues!**

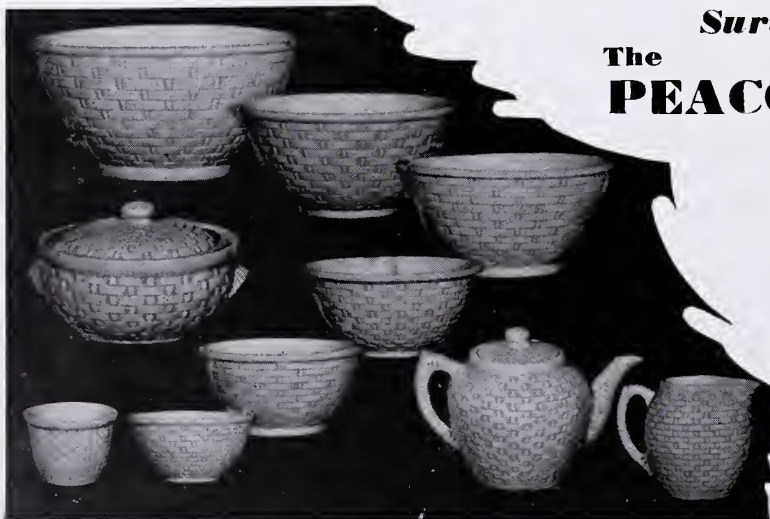
**The PEACOCK BLUE Housekeeping Set**

**Most Sensational Premium Value Ever Offered!**

**NO DEPRESSION HERE!**

THE HOLLYWOOD THEATRE, POTTSVILLE, ORDERED 1000 PIECES FOR THE OPENING. THESE WERE DISTRIBUTED IN THE FIRST HOUR AND THE THEATRE RAN SHORT 900 PIECES

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Assuring accurate reproduction of the widest ranges in sound recording attained in the production of *any* sound-on-film motion picture at *any* studio

**NOW AVAILABLE IN FOUR TYPES:**

**STANDARD SUPER SIZE**

For Theatres having 2,500 to 4,000 seats.

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For Theatres having 1,400 to 2,500 seats.

**STANDARD SMALL SIZE**

For Theatres having 600 to 1,400 seats.

**SPECIAL SIZE**

For Theatres up to 600 seats.

**LEASE FOR CASH or DEFERRED PAYMENTS**

The only all AC Operated Equipment for both large and small theatres.

**NEW FEATURES OF STANDARD SUPER, LARGE and SMALL SIZES**

- 1** New "rotary stabilizer" soundheads—no sound gate—no flutter—no "wow"—free running drum.
- 2** Direct drive soundheads—no chains—no belts—few parts requiring replacement—simplest possible design.
- 3** Improved AC operated amplifier—extended frequency—richer tone—more natural sound.
- 4** Remote Volume Control at projector station and auditorium on larger equipments.
- 5** Ten-foot loudspeakers for De Luxe theatres to give reproduction of maximum frequency range—particularly low frequencies.

**SPECIAL SIZE**

- 1** Greatly improved AC operated amplifier—highest fidelity sound—flat characteristics—greater power.
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- 3** New monitor amplifier speaker—no power diverted from main amplifier.
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## Shirley Feted After RKO Takes Over Houses

### Up-state Film Execs Turn Out for Testimonial

Executives representing every concern along Film Row in Albany joined with employees and officials of the Farash Theatre Corporation, November 14, in a testimonial dinner at the Van Curler Hotel, Schenectady, to William Shirley, president of the firm, who has announced his retirement, following the pooling arrangement between RKO and Farash.

Deal was closed in Schenectady November 14, and went in operation about a week later.

RKO will now operate the State, Strand and Erie Theatres, Shenandoah, for Farash for a term reported to be at least one year.

Deal marks the retirement from show business of William Shirley, many years with Farash, who has operated in Schenectady for 14 years. Guy A. Graves, associate vice-president, will become manager of one of the theatres, probably the State, and George Hutton, treasurer of the theatres, will be given a post. Van Curler Theatre (Farash) is closed by the deal, which leaves Charles Fineberg's future unaccounted for.

W. W. Farley, Albany, treasurer of Farash, sent a message of best wishes to his former partner, as he could not attend the dinner because of Mrs. Farley's illness.

"RKO does not want to bury Bill," said Lou Golding, RKO division manager. "He is stepping out of the picture of his own volition. We wish him godspeed in all that he does."

"I am too depressed to speak," said Morris Silverman, owner, Happy Hour Theatre, and a showman along State Street with Shirley in the old days. "Bill and I went through good and bad times together. There will be a bigger dinner for you when you come back."

Jack Swartout, manager Farash Griswold Theatre, Troy, was toastmaster and, on behalf of the Farash employees, presented Shirley with a purse of gold, which Shirley at once turned over to a Schenectady charity.

Showmen who had been associated with or rivals of Shirley in his 14 years in Schenectady, sketched his career from start to finish in legitimate, vaudeville and pictures. Shirley quashed a report that he might head a combine of all neighborhood theatres in Schenectady and said he had no immediate plans for the future.

Among the Schenectady, Troy and Albany showmen who attended the dinner were Charles Flarity, Educational; Charles Fineberg, manager, Van Curler, Schenectady; Guy A. Graves, Farash; Lou Golding, RKO division manager; Ackerman J. Gill, RKO Troy manager; Leon Herman, UA manager; Charles Johnston, Columbia manager; Bernard H. Mills, First Graphic manager; Tony Ryan, Fox manager; Andy W. Smith, Warner executive; John Swartout, Farash Griswold, Troy, Manager; Morris Silverman, Schenectady exhibitor; Ray Smith,

## THE KENT-ALLIED-M. P. T. O. A. PLAN

Here are the leading features of the contract and plan which resulted from the meeting of Sidney R. Kent, Fox executive, and the exhibitor committees, preparatory to submission to other industry leaders and the exhibitor sessions scheduled for November 28 in Chicago and December 1 in New York City at the Park Central Hotel.

There will be a National Board of Appeals, composed of two chain representatives, two producers' representatives, two Allied representatives and two of the M. P. T. O. A. In case of a tie, an arbiter will be appointed to settle the controversy. The board will hear appeals from local arbitration hearings, especially cases which have an equity angle in them, although the legal aspects may only be decided by arbitration. The appeal will have the recommendation of the arbitration group. Local arbitration boards will have two from the distributors and two from the exhibitors.

When the standard contract is accepted, there will be no additions. The contract as formed must be final, although certain optional clauses, such as the road-show clause, can be eliminated.

As a compromise measure, it was agreed that, although tying-in of shorts with features was an objectionable practice, as determined by the 1928 trade practice conference, the exhibitor, where shorts were tied in, should not be forced to buy more than three reels of shorts for every feature delivered. If all features were not delivered, the exhibitor, in buying the shorts, could exercise the cancellation privilege. In double-feature territories, a ratio of not more than one and one-half reel per feature was set as standard. Newsreels are included as shorts. Where there is no news, basis probably will be two reels for one feature in the non-double feature territory. One series of 12 two-reelers will be counted as 12 single reels. The body decried tying-in of features and shorts, but figured that in spots where the practice still continued, the above could be used as a scale, with the producer barred from offering more.

Distributors will agree to protection as outlined by exhibitors in the territory. Disputes on protection will go to the National Board. A two-thirds vote of acceptance by exhibitors of the territory will be necessary to adopt such a form.

The substitution clause allows no substitutions for stars, stories or director. In addition, the exhibitor may specify 20 per cent of the pictures remaining where substitutions cannot be made.

Advertising in advance of a run is condemned. The arbitration board will hear such complaints. Penalty, if guilty, will be double the amount of the film advertised by the run. One-half of this will be given to the support of the National Board of Conciliation.

Regarding cancellations, 5 per cent can be cancelled without any payment, 5 per cent on payment of 50 per cent of the film rental thereof, and an additional 5 per cent can be cancelled, the time and film rental to be made up by additional playing time on one or more of the remaining pictures, the exhibitor to guarantee that the film rental of such additional playing time to be at least equal to the film rental of such 5 per cent of eliminated pictures.

The 5 per cent cancellation without any payment, referred to above, must be split on a quarterly basis. In other words, the exhibitor, if there are 80 pictures, can cancel one in the first quarter, or, if not then, two in the second quarter, or, if not by that time, three in the third quarter, or, if not by that time, four in the last. In other words, this is protection against an early 5 per cent cancellation and later plea for more. The cancellation privilege applies only if the exhibitors take all the pictures offered at the time of sale in blocks. If he leaves out one picture, he loses the privilege. The third film cancellation bracket applies only if the average cost of the film is \$400 or over.

The Kent plan, whereby no theatres showing designated product can charge less than 25 cents, no matter what run, is expected to be a substitute for those companies desiring exclusives. It is admitted that exclusives are dead, but that another plan is essential. Therefore, with the 25-cent plan, the exhibitor can still get 80 per cent of the product made if he doesn't approve the 25-cent minimum plan.

It was agreed that there was to be no advertising matter in newsreels.

Warner exchange manager; Ralph Pielow and Arnold S. Rittenberg, RKO director of publicity.

Rumored deal between RKO and Warner Brothers to operate the Warner Strand Theatre, Albany, and possibly extending to operation of the Warner houses in Troy, is in the air just now. Since Louis Cohen, who sold the chain of Universal theatres, has just joined RKO in charge of real estate, it is expected that he will soon turn his attention to the Albany deal.

### Yonkers Publix Change

Strand Theatre, Yonkers, recently acquired by RKO from Publix, now changes its program every two days. Two features are offered daily. Admission prices have been reduced.

### W. E. Scores

When the Metro trackless train starts its tour of the world it will carry with it a Western Electric reproducing system installation, devised and completed by the engineers of Electrical Research Products, that represents one of the most exacting problems sound engineers have ever had to deal with. Non-synchronous turntables, announcing equipment, radio reception and every facility for demonstrating the various equipments for power generation are included in the installation.

The whole affair is an engineer's masterpiece.



# A Major Production from the Independent Field!

A Human Document of...

**ACTION  
THRILLS  
DRAMA  
ROMANCE  
ADVENTURE**

*A star-studded  
Exploitation Natural  
that'll make you  
think the depres-  
sion is over...  
BOOK IT!*



**NAT LEVINE PRESENTS**

# THE PRIDE OF THE LEGION

ADAPTED FROM THE COSMOPOLITAN MAGAZINE STORY BY  
**PETER B. KYNE**

*With*  
**BARBARA KENT  
J. FARRELL MACDONALD  
LUCIEN LITTLEFIELD  
SALLY BLANE  
VICTOR JORY**  
*and*  
**RIN-TIN-TIN Jr.**  
DIRECTED BY  
**FORD BEEBE**  
SUPERVISED BY  
**NAT LEVINE**



**Distributed by**  
**CAPITAL FILM EXCHANGE**  
HERMAN GLUCKMAN, *President*  
630 NINTH AVENUE, NEW YORK CITY

**STANDARD FILM EXCHANGE**  
505 PEARL STREET  
BUFFALO, N. Y.      1046 BROADWAY  
ALBANY, N. Y.



### Beer May Help

Possibility of legal beer is reflected in activity in the New York valley from Oneida to Binghamton, where former hop dealers are seeking hop poles and other equipment that will be used in growing hops as soon as beer is made legal. That has always been a great hop country and this activity is expected to improve movie business since hundreds of men will be employed.

### Heard In

## NEWBURGH

Fischer Returns As an Exhibitor

LEW FISCHER, veteran theatreman, who formerly managed the old Casino, Kingston, has returned to that city and leased the Y. M. C. A. Auditorium, formerly the Ritz. . . . Thanksgiving Eve midnight show was given in the Rockland, Nyack, in aid of the Rockland County branch of the State Charities Aid.

PORT JERVIS is having its first flesh in more than three years, Strand, William Thoms, manager, giving stage shows on Wednesdays and Thursdays. . . . State and Rialto, Poughkeepsie, are competing with vaudeville. . . . Two youths were arrested in Middletown for having stolen theatre passes from the Poster Advertising Company. . . . Their undoing came when they presented the passes at the State.

BUSINESS has picked up markedly in Hudson River houses the past few weeks. . . . Not all theatres have reopened, but most of those now operating are playing to practically full houses. . . . Colonial, New Paltz, presented an Italian motion picture, scenes of which had been shot in the vicinity of the village last spring. . . . In connection with the showing in the Academy, Newburgh, of a picture dealing with a birth, a local jewelry concern presented a silver loving cup to the first child born in the period of the engagement.

### Abrahams Up

Sanford Abrahams, Warner Brothers' advertising department, has been appointed advertising manager of the Warner Brothers' theatres in up-state New York. Abrahams has been connected with Warner and First National advertising and exploitation for the past six years.

### W. E. Scores

C. W. Bunn, general sales manager, Electrical Research Products, announces a contract to install a Western Electric sound system on the Furness steamship, now under construction, "The Queen of Bermuda." It is a sister ship of "The Monarch of Bermuda," which is Western Electric equipped.

### Cocalis Drops One

Sam Cocalis hasn't the State, Elizabeth, N. J., any more. Edward Shuster has taken the house. . .

### Fox Prepares to Smash the B. O.



Clara Bow, in "Call Her Savage"; Gaynor and Farrell, in "Tess of the Storm Country," and James Dunn and Boots Mallory in "Walking Down Broadway" will be here soon.

### Peters Trouble Up

Through an injunction order issued by Supreme Court Justice Albert Cohn in New York and served by City Judge Acton M. Hill, of Hornell, at Corning, Mr. and Mrs. Fred F. Peters are enjoined from interfering with the operation of the Majestic Theatre, Hornell, by Warner Brothers. Peters recently returned quarterly rental for the premises and demanded the theatre.

In July, claiming that Warner Brothers had defaulted in rent, the Peters took possession. The theatre was operated by Nikitas Dipson, Batavia, for a few days, when one afternoon it was found that the sound equipment had been sealed. The theatre remained dark for some weeks when operation was resumed by the Warners.

### Filmcraft Progresses

Phil Goldstone has signed Lionel Atwill and Fay Wray for the leading roles in "The Vampire Bat," fifth Majestic feature of the season. Included among the others who have already been engaged are George E. Stone, Dwight Frye, Albert Cran and Lionel Belmore. "The Vampire Bat" is an original story by Edward T. Lowe, who also wrote the adaptation and dialogue. Frank Strayer will direct.

Goldstone has also started casting for "Sing, You Sinner," an adaptation of a play by Wilson Collison. Collison is the author

### Smalley's Opening

Bill Smalley, Smalley chain, Cooperstown, has opened Smalley Norwich Theatre, Norwich. His former theatre was destroyed about six months ago by an explosion that took place in a restaurant next door.

New house seats 900, is a floor house only, and has a Spanish decorative style. Mayor of Norwich and mayors of nearby towns attended the opening, which was preceded by a street parade. Bill invited up from Albany for the opening the following Albany exchange managers: Ralph Pielow, C. R. Halligan, RKO-Pathe; Ray Smith, Warner; Tony Ryan, Fox; W. S. Raynor, Educational; Nat Sauber, Universal; Clayton Eastman, Paramount; Charles Johnston, Columbia.

### Yonkers Vaude Through

From present indications vaudeville in Yonkers is through. Neither RKO Proctor's or Loew's have announced its return this fall, although when it was discontinued during the summer months, it was believed it was only temporary.

This is the first season Yonkers has been without vaudeville in more than 30 years.

of "Red Dust." This program is being distributed by Filmcraft exchanges at Buffalo and Albany.

### "Renegades of the West" Is a Keene



Tom Keene is seen in the Radio western, now current.



Heard In

# ALBANY

Papayanakos Comes to  
Film District

By Bill

ELECTION OF FRANKLIN D. ROOSEVELT will affect four exhibitors in the Albany district, three of whom are also postmasters in their towns and one an employee of the post office. . . . Harry McNamara is postmaster and exhibitor in Valatie; Van Ornan, Essex; Cheney, Newton Falls, and Ray Shaw, employed in the post office at Richfield Springs. . . . Tyler Brothers, Delphia Theatre, Chittenango, are throwing out their chests, having come back from the Canada woods with two deer. . . . A. E. Pearson, Pearson Theatre, Clayton, has been visiting his son in Rochester.

FATHER OF MIKE KALLET, owner of the Kallett chain, Oneida, died recently. . . . Ray Pugh, Altamont exhibitor, will soon open Community Hall, Fonda. . . . Exchange men along film row were surprised by a visit recently from Alex Papayanakos, American Theatre, Canton. . . . Alex has not been around even in the memory of the old-timers. . . . Mrs. Mary Brayton, who books pictures for the Metropolitan Life Insurance Company sanitarium at Mount MacGregor, came to Film Row to book pictures right after election. . . . Jake Rosenthal, owner, Rose Theatre, Troy, is proud because he has been responsible for raising the funds and building a gymnasium for the Young Men's Hebrew Association in Troy, after others had failed. . . . Jake is president of the association. . . . C. H. Buckley's Leland Theatre, Albany, formerly single first-run, has gone to double features, first-run, to compete with the Warner Ritz, which has long been on a similar policy and is one block away from the Leland. . . . Warner Strand, first-run, has changed its opening day from Friday to Thursday temporarily, to get an opening on Thanksgiving Day.

### Saul Kallet Passes

Saul Kallet, father of Myron J. Kallet, president of Kallet Theatres, Inc., and Sidney J. Kallet, manager of the Regent, Syracuse, died November 9 at the Hospital of the Good Shepherd, after a long illness.

### Berkowitz Says "Hit"

At the Allied convention, Detroit, exhibitors were privileged to see what is rated as one of the best independent pictures seen for many a day, and the encouraging part of it is that this feature was made by an independent company, Majestic Pictures Corporation, says J. Berkowitz.

It is a picture that would do justice to any major company. The name is "The Crusader," featuring H. B. Warner and Ned Sparks. It is a masterful job, worthy of Grade AA position on any program and a picture that any theatre owner can recommend to his public as being excellent entertainment in any way.

This production is one of the Majestic releases handled by Filmcraft exchanges, Buffalo and Albany.

## DON'T TIRE

*your audience*

## WITH LONG TRAILERS

*Don't let them*

## GET IMPATIENT & NERVOUS

*waiting for the*

## SHOW THEY HAVE COME TO SEE. THAT'S NOT GOOD SHOWMANSHIP.

*Exhibitors trailers*

## ARE SHORT AND SNAPPY

*well-balanced*

## NOT TOO LONG OR TIRESOME

*animations, drawings*

## MUSIC, SALES PUNCH, SOUND EFFECTS

*planned and prepared*

## BY EXPERTS — THAT IS WHY

## EXHIBITORS TRAILERS

## ARE BETTER

*and*

## COST LESS

## OUR LIBRARY IS COMPLETE

## READY FOR INSTANT SERVICE.

## EXHIBITORS SCREEN SERVICE

*is free from*

## MONOPOLISTIC CONTROL OR DOMINATION.

*Organized to*

## IMPROVE TRAILERS, TRAILER SERVICE AND PRICES

### EXHIBITORS SCREEN SERVICE INC.

NEW YORK CHICAGO DALLAS LOS ANGELES



## On Advertising

In some Hudson River towns a practice, referred to in the leading editorial in THE NEW YORK STATE EXHIBITOR, November 10, of subsequent-run houses starting to advertise shows in advance of or coincident with first-run showings, cropped out and was soon ended by an appeal to the fairness of offending managers. Newspapers helped out by refusing publicity.

## Downtown Flesh Out So Rochester Nabes Go Stage

*Figured As Opposition to First Runs Now*

Elimination of vaudeville by the chains in Rochester was followed by a drive of the neighborhood theatres on the first-run business.

Several put on local acts for one night a week, thereby dropping one of the double-feature films.

Riviera, largest neighborhood, topped the whole lot with a two-day engagement of Ray Fagan and 15-piece band. Another threat is that of the stagehands' union to equip halls in various parts of the city and stage their own shows. Plan calls for all-flesh shows, or possibly broken up by foreign films and others available.

Downtown managers claim they are not worried by the drive against the de luxers. But fact remains that if the smaller houses show the same films shortly after the first-run and add variety features at a lower price, they are building up a serious threat.

### Port Jervis House Opens

Royal Theatre, formerly the Palace, Port Jervis, closed for many years, reopens Thanksgiving Day.

Aurora Amusement Corporation is operating.

### Melrose, Bronx, Changes

Halsam Amusement Company, with Les-selbaum interested, has taken the Melrose, Bronx.

Lessee has had a connection with station WMCA.

### Utica Daylight Stays

No matter how they viewed the national and state election results, managers of Utica movie houses lost out locally in the recent poll.

The decision to shorten daylight-saving time from five to three months, as suggested by the theatremen, was defeated by a decisive margin, three to one and a little better, as it were.

## "Goona-Goon" Steals AMPA Beefsteak Dinner

A reel devoted to "Goon-Goon" and frequent mentions of the First Division hit were high lights of the AMPA dinner and beef-stag held at the Park Central recently. Fully 400 attended, and there was plenty to eat, Hal Horne leading the wise-crackers, etc.

Other talks were made by M. A. Lightman, Jack Pearl, Louis Nizer, John C. Flinn, Joe Cunningham, Lester Allen, Ray Perkins and others.

All in all, a grand time, and they haven't bothered to balance the books yet, either.

### Heard In

**E L M I R A**  
Harry Watts Disagrees on Ad Rates

By Jay

BURLESQUE STOCK has caught on at the Colonial. . . Billy Van Allen and Dorothy Mann, Bert Smith Revue, were married on the stage of the Colonial, November 10. . . Management of the Colonial has just installed a new ventilator.

SUPREME COURT JUSTICE RIKEY H. HEATH has reserved decision on a motion made by Louis Phillips, New York, counsel for Paramount-Publix, to dismiss a \$150,000 complaint against the corporation filed by Mrs. Minerva Brown, 78, Smyrna, mother of Grace Brown, for whose murder in 1906 Chester Gillette paid the death penalty. . . Mrs. Brown claims the picture, "An American Tragedy," defames her character and is libelous. . . Harry Watts, city manager of Warner Brothers, has launched a new weekly, "Warner Brothers' Elmira Movie News," filled with gossip and information concerning attractions at the three Warner theatres in Elmira. . . Disagreement with Elmira newspapers over advertising rates is said to be the cause.

### Joe Brandt Resigns

Joe Brandt resigned from Educational-World Wide this week.

It is believed that an important announcement concerning the company, with possibilities of some new interests coming in, may be made soon.

### New Houses Projected

A new theatre is reported for 5th Avenue and 50th Street, Brooklyn, to seat 3,000.

A new theatre is reported for Ossining, to be built by the Cynthard Corporation, with Al Gottesman said to be interested in its future.

## Buffalo N. T. S. C. Unit Reports Successful Sales

*Al Becker Shows Business On Upgrade*

Buffalo office, National Theatre Supply Company, Al Becker, manager, reports increasing business.

Some of the recent sales include:

SENATE, BUFFALO: Sirocco ventilating fan, silver sheet sound screen, new carpet, lobby and exterior display frames.

MARLOWE, BUFFALO: National super-service vacuum cleaner.

BROADWAY, BUFFALO: Complete booth equipment, super-simplex mechanism with Type M pedestals, motiograph lamps, Neumade rewind table, Belson film cabinet, etc.

COLONIAL, NIAGARA FALLS: Two new Simplex mechanisms.

RIALTO, POTSDAM: New Simplex rear shutter mechanisms.

PALACE, SYRACUSE: Two new Simplex rear shutter mechanisms.

The increase in business indicates a general upturn in all allied lines, according to Becker.

### Houses Opening

Nemo Theatre, Clostre, N. J.; Star, Jamesburg; New Atlantic Theatre, Brooklyn; Majestic, Jersey City, are among the houses reopened.

### American, Yonkers, Opens

American, Yonkers, formerly the Lido, is now in the possession of Mrs. R. Weiss. House seats 280.

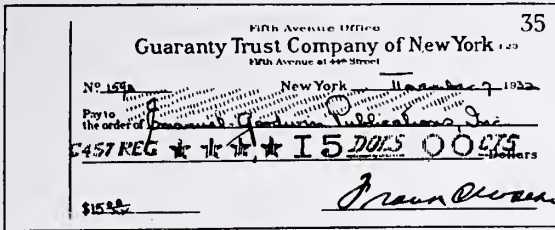
## In Which Walking Out May Mean Something

Amédée J. Van Beuren and the Van Beuren Corporation must show cause in New York Supreme Court, November 29, why they should not be adjudged in contempt of court. The order, on petition of attorneys for Grantland Rice, Philips and Nizer, is based on the alleged refusal of Van Beuren to continue with an examination he was undergoing with a suit filed against him by Rice. Van Beuren Corporation is also involved.

Rice, in his petition, states that testimony given by Van Beuren in the examination revealed inconsistencies and contradiction with his own prior testimony. The petition asks for counsel fees entailed by the application for contempt order in addition to statutory fine.

Rice, in his original suit, claims Van Beuren unlawfully transferred certain monies from Grantland Rice Sportlights, Inc., into Van Beuren Corporation for the benefit of Van Beuren and the V. B. Corporation. Unlawful transfer of \$13,345.65 is also claimed. Complaint asks the return of that and other monies.





# We're highly honored Mr. WALKER!

The opinions expressed in Mr. Goldman's letter, reprinted in your last issue, are shared by me, and, I am sure, by most of the industry.

I am enclosing my check for a three years subscription to your three valued publications, effective from the next expiration date, as a gesture of appreciation on your fifteenth anniversary.

Hoping you and your organization continue the same constructive effort.

Sincerely yours, **FRANK C. WALKER**

Heard In

## PATERSON

Turkeys Given Away at Ridgewood

By Jim

TWENTY TURKEYS, chickens, ducks and geese were given free at the New Warner Theatre in celebration of Thanksgiving Poultry Night, Frank Costa, manager. . . . A motion picture show will be staged by Amity Chapter, O. E. S., at the Strand Theatre soon. . . . First movie show presented by the Parent-Teachers' Association of Oakland was such a success that another is being planned by the same group.

PROSPECTS are bright for Sunday movies in East Orange. . . . For the past year the Palace Theatre, bisected by the Orange line, has been roped down the middle, patrons of the Sunday movies sitting only on the Orange side of the theatre. . . . "The Verdict" and "The Modern Miracle" were shown at the Temple Emanuel at the conclusion of the November meeting of the B'nai Brith, Jephthah Lodge No. 143.

SINCE THE BURNING of the Colonial Theatre, Pompton Lakes, Butler Theatre, Butler, has been open every week-day with two matinees during the week. . . . In Radburn 125 adults and kiddies attended the educational film, "Columbus." . . . A large crowd witnessed the wedding at the Oritani Theatre, Hackensack. . . . Olive Borden, cinema queen, wants the knot untangled that now ties her to Theodore Spector, well-known Patersonian. . . . Excessive and long-continued rains cut down attendance at theatres. . . . Samuel Greenspan has given up his projected trip abroad. . . . Joseph Lefkowitz is once more looking longingly toward the West Indies. . . . James Malone, Garden, has been suffering from a slight cold. . . . Frank Hall is getting to be a decided orator. . . . The decision with which he can say "No" has greatly impressed the employees of the Fabian. . . . Mel Ackerman has the ambition to be considered the best dancer in his set.

## Walden Sunday Vote

Walden, home town of Chester Didsbury, treasurer, New York Allied, is to have a referendum December 6 on Sunday movies. Petition signed by 50 persons in behalf of Didsbury Theatre has received favorable consideration from village trustees.

Heard In

## UNION COUNTY

Broome Moves Up and Kelly Visits

By J. Mcl.

AFTER YEARS of agitation, sentiment for Sunday movies in Plainfield showed a 2-1 affirmative vote on Election Day. . . . Fred Bradner, veteran vaudevillian, renewed acquaintance with Fred Windisch, Elizabeth newspaperman, when he played a turn at the Ritz. . . . William Broome has been appointed stage manager at the Liberty, Elizabeth. . . . Many of the stage employees of the county attended a dance recently, under auspices of the Warner Club, subsidiary of the Warner Theatres of New Jersey, Montclair. . . . A two weeks' notice of discontinuance of vaudeville in Elizabeth theatres was rescinded when stage employees received contradictory announcements. . . . A Plainfield playhouse is host to the city's newswies every month. . . . George Kelly, late manager, Ritz, Elizabeth, now in charge of the Oritani, Hackensack, is a frequent visitor in Betystown. . . . The Liberty's 15-cent early matinee reflects its popularity by packing 'em in.

HENRY P. NELSON, erstwhile manager of the defunct Capitol, Elizabeth, has opened a real estate office. . . . He was re-elected a justice of the peace election day. . . . Manager of the parking station opposite the Mayfair, Hillside, does a land-office business. . . . James A. Ward, uncle of the Morley sisters of theatrical note, lost the county election for sheriff.

Heard In

## ROCHESTER

Solomon Back After Two Years

By Eeaitch

MANAGER IRVING SOLOMON is back at the Century after seeing the world with Publix for the past two years. . . . Martin Anderson, former house manager, Century, goes to the Quirk, Fulton. . . . Downtown theatres made much of providing election returns for their patrons, but failed to keep any appreciable number from closer contact with returns and celebrations. . . . Hav Nash, former RKO exploiteer, has joined the Schine chain in the Rochester area and is seeking to pull away downtown business by the publicity route.

EASTMAN THEATRE is operating on the average three nights a week with variety of attractions. . . . Frank Gannett, owner of 16 newspapers, has added another radio station, WHEC, Rochester, declaring that radio should supplement, not supplant, the newspaper. . . . J. Gordon Baldwin, former organist at Loew's Rochester, is defendant in divorce suit citing girls from the stage shows. . . . Philharmonic Orchestra concerts changed from Sunday afternoon to evening, another headache for the flickers. . . . Tom Grierson continues as organist at the RKO Palace after elimination of vaudeville.

## ST. CHARLES

AN ENTIRE BLOCK ON THE BOARDWALK

ATLANTIC CITY

A Smart Hotel in America's Smartest Resort

ELECTED THE foremost seashore resort hotel, the St. Charles will serve you faithfully. Open throughout Winter because the semi-oceanic climate provides escape from sharp winds and bitter cold. Very special rates during the healthful Atlantic City winter.

IDEAL CONVENTION FACILITIES

ATTRACTIVE RATES



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Ad Budget Up

Publix is showing its faith in advertising. Managers of some houses, specially those with stiff independent opposition, have had their newspaper appropriations increased two-fold over figures of a few months ago.

## "Prosperity" Gets Big Send-off in Buffalo

One of the most extensive exploitation campaigns ever put over on a picture in Buffalo was effected by Shea's Buffalo publicity staff on "Prosperity."

Almost 50 tie-ups of various kinds were put over. Foremost among these was a tie-up with the Sears-Roebuck store, which was persuaded to put on a special prosperity week.

Prosperity banners, cards and stickers covered the big establishment at Main and Jefferson. Store was given 5,000 prosperity bonds, all of which were numbered. To lucky holders of these bonds were given guest tickets to Shea's Buffalo Theatre. Numbers were placed on a blackboard in the Shea's Buffalo lobby. Sears-Roebuck announced the prosperity week tie-up in four large newspaper ads. All of which contained photos of Dressler and Moran in "Prosperity." Co-operative ads were also placed by many downtown stores and restaurants. Displays were placed in all Deco Restaurants, in all Untereckers Stores, and the Retail Merchants' Association co-operated by placing displays in all department stores downtown. Tie-ups were made with New York Central Railroad, Manru Coffee Company, Kresge's, Grant's, Harvey Carey and other chain stores. Marie Dressler's radio appearance was broadcast from the marquee of the Buffalo, and Station WBEN announced at the close of the program the fact that pictures would open at Shea's Buffalo the next day. There were 15 large Philco radio windows. Cards were placed on all Child's Restaurant windows. A large street banner was erected and a special transparent valance placed under the marquee, which showed up like a house afire at night. There were two contests in the "Times." One a classified ad tie-up and the other a contest asking readers to describe the various moods shown in a Marie Dressler lay-out of various expressions. Trailers were run in the six Shea Community Theatres, as well as an elaborate advance lobby display in the Buffalo Theatre.

## Preparing for "Dollar"

Warner Brothers' publicity and advertising department is preparing a special campaign on Edward G. Robinson's latest starring vehicle, "Silver Dollar," which will at least equal the terrific campaign Charlie Einfeld drew up for "I Am a Fugitive From a Chain Gang."

"Silver Dollar" will be generally released December 2.

## Women Helping

Moving picture committee of the Kingston Federation of Women's Clubs is plugging for certain attractions which it regards specially meritorious. It names the films, and newspapers publish its reports.

## Radio Guests

Guests of Bert Leighton, Utica Warner manager, and Garry Lassman, Avon manager, the entire staff of Utica's radio station, WIBX, were guests at the showing of "Big Broadcast" recently.

## Sleep Bally

Hypnotic stunt was worked in Peekskill for the edification of a crowd that choked a street in front of a furniture store. A "professor" appearing in the Peekskill Theatre put a young woman to sleep in the show window, and she was later wakened on the stage.

## For "Kisses"

Loew's Theatre, Yonkers, where "Smilin' Through" played last week, awarded 25 guest tickets for the best answer to the question: "Is kissing a harmful practice or is it a healthy one?"

A kiss which is remembered for years is one of the important points of the story of "Smilin' Through."

## Heard In

# SYRACUSE

Roy Plays Host to Veterans and Gold-Star Mothers

By I. S.

ANDREW ROY, managing director, Paramount, played host to Syracuse and Central New York disabled veterans and Gold Star mothers on Armistice Day. . . . Roy showed films taken 12 years ago, picturing members of service outfits leaving Syracuse for duty abroad, glimpses of France and views of returning units. . . . Films were produced by the "Post-Standard."

BETA KAPPELE, Seattle, stage and screen actress, recently seen here with the Olsen and Johnson unit, will become the bride of Clifford Drinkwine, Syracuse undertaker. . . . Miss Kappele, with her sister, Bessie, has been a visitor in Syracuse for some time.

## 1929 Business in 1932

That is the offer that Quality Premium Distributors, 336 West 44th Street, is making to exhibitors.

Quality backs up this promise with an impressive array of figures. Hollywood, Pottsville, Pa., ordered 1,000 pieces of Quality's Peacock Blue Housekeeping set. The 1,000 pieces were distributed in the first hour and the theatre ran short 900 pieces. Family, Mahanoy City, Pa., increased on the Peacock Blue Housekeeping Set from 800 pieces to 1,200 pieces in three weeks' time. New Astor, Allentown, a small neighborhood house with an average nightly give-away of 200 pieces, introduced the Peacock Blue Housekeeping Set and immediately jumped to 490 pieces.

Peacock Blue Housekeeping Set is Quality's ace premium. The set includes 25 pieces, and, according to Bill Madison, Quality Premium representative in New York, has more flash pieces than any premium ever offered to the exhibitor. Quality's New York branch at 336 West 44th Street is its seventh sales and distributing office, the other spots being Philadelphia, Boston, Baltimore, Pittsburgh, Dallas, Texas; Minneapolis and Los Angeles.

## THIS SPEAKS FOR ITSELF!

Memphis, Tenn.,		11/15	1932	No. 265
<b>BANK OF COMMERCE AND TRUST CO. 28-1</b>				
PAY TO THE ORDER OF	EMANUEL GOODWIN PUBLICATIONS		\$	15 <sup>00</sup>
Fifteen		NO	DOLLARS	
3 Year Subscription		M. A. Lightman		

Please accept my heartiest congratulations and sincere good wishes on behalf of the Fifteenth Anniversary of your splendid publications.

It is a fine thing for the industry when a publication, through its editor, is fearless enough to adopt a constructive policy, regardless of politics.

As a slight expression of appreciation, please accept my check for a three-year subscription.

M. A. LIGHTMAN, President, M. P. T. O. A.

1933 Brings New Objectives, New Ideals  
1918-1933



# High Fidelity Sound Equipment Now Ready

## New Features Highlight RCA Photophone Improvement

RCA Victor Company announces the introduction of what is referred to as Highest Fidelity Photophone sound reproducing equipment for theatres and auditoriums of all sizes.

It is claimed that this new apparatus will reproduce the widest ranges in recording that have been or may be attained in the production of any sound picture at any studio.

Four types of Highest Fidelity equipment have been designed—the Standard Super Size, for theatres having from 2,500 to 4,000 seats; the Standard Large Size, for theatres having from 1,400 to 2,500 seats; the Standard Small Size, for theatres having from 600 to 1,400 seats, and the Special Size, for theatres having up to 600 seats. All types are AC operated, with newly developed and designed voltage amplifiers that are identical for each type. The first major installations of this new equipment are now being made in the new RKO Roxy Theatre and the Radio City Music Hall, Rockefeller Center.

Outstanding features in the new apparatus include the improved sound head of the drum type, quieter AC amplifiers and extended frequency range, directional baffle and improved cone speaker. Of interest to exhibitors whose theatres have been recently equipped with Photophone apparatus is the fact that at moderate cost the equipment can be modernized.

The amplifiers for the Standard Series are mounted on standard channel iron racks, the height of which has been increased to 82 $\frac{3}{4}$ ". The voltage amplifiers on the three types are identical. The power amplifiers vary, the Standard Small Size using one 10-watt unit, the Standard Large Size two 10-watt units, and the Standard Super Size one 40-watt unit. The voltage amplifier unit has been slightly modified to give improved response.

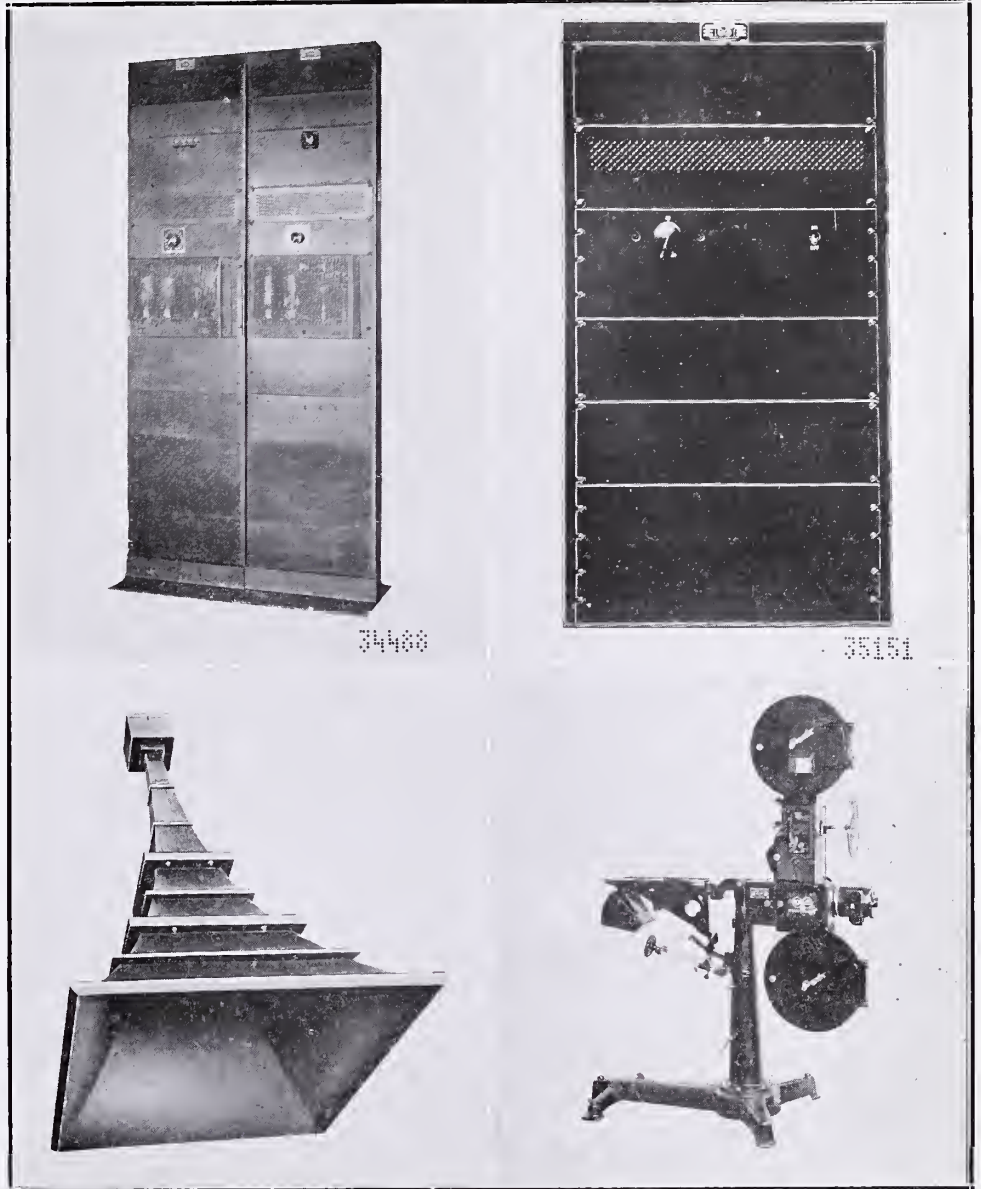
The Fader Relay Switches are mounted on a box with a relay and remote volume control button, if used, together with a photocell voltage control for mounting at each projector station.

The 50-inch directional baffle loud-speaker is furnished regularly with the Standard Series equipments. The best results are obtained from a 10-foot directional baffle loud-speaker which can be furnished at an additional charge. The larger baffle reproduces low frequencies with about the same output as the higher frequencies and is more directional than the shorter baffles for low frequencies. Since this results in the reproduction being more independent of the acoustical characteristics of the auditorium, the 10-foot directional baffle loudspeaker should be installed in de luxe theatres wherever possible.

A loudspeaker Filter is provided to compensate for the response at 300 cycles, thereby providing the smoothest and widest frequency range of any loud-speaker yet produced and eliminates the necessity of using a low and high frequency unit to cover the frequency band. A Loud-speaker Coupling Transformer is furnished with the two larger equipments to make possible a relative adjustment of the power supplied to the speakers. The Monitor Loud-speaker furnished includes a 16" metal directional baffle with volume control and speaker unit, providing an extremely efficient unit. The Special Size Equipment (PG-59) has been revised to have approximately the same fidelity of reproduction as the larger equipments. The frequency characteristic has been increased considerably in range. The new amplifier for the Special Size Equipment is mounted on standard channel iron rack 38 $\frac{1}{2}$ " high. It includes a single amplifier unit with a power output of 6 watts and employs RCA-57, an RCA-56, four UX-245 and two UX-280 Radiotrons. It uses a double push-pull power stage. Two exciter lamp supply units are included. Loud-speaker field supply is provided from the amplifier unit.

The sound head attachments, PS-22 for Simplex, and PS-21 for Powers 6B, are the same as the belt-drive attachment formerly used with this type of equipment except that the AC exciter lamp transformer is not required. A Fader Switch for wall mounting between the projectors is furnished. The 37-inch directional baffle loud-speaker is furnished regularly with this equipment. A Monitor Amplifier Loud-speaker consisting of a speaker unit and amplifier unit mounted in a metal box is included with the Special Size Equipment. This amplifier unit consists of a simple push-pull power stage using two UX-245 and one UX-280 Radiotrons. Through the use of a separate amplifier no power is directed from the stage loud-speakers for monitoring purposes. No additional amplifier is required with this new equipment for theatres up to 600 seats.

## The New RCA Photophone Equipment



Soundhead, double-channel amplifier and loud-speakers for the new RCA Photophone equipment is pictured above. The equipment is a vast improvement over the old.

### Hornell House Reopening

Shattuck Theatre, Hornell, one of the oldest houses in Western New York, is to be reopened by Warner Brothers. Mrs. Harriett Coughlin, owner, is making alterations, tearing out the stage, proscenium arch and second balcony at cost of \$80,000. Plans call for reopening about January 1.

### Two Newburgh's Dark

New State and Cameo, independent, Newburgh, remain closed.

### Utica Hopeful

With Utica textile industries virtually returned to normal and textile working schedules up to 98 per cent of normal, there has been a gradual increase in attendance at the downtown and neighborhood theatres in the Central New York metropolis.

Neighborhoods continue to run their feature nights, with stage presentations, grocery and other gifts, with which to keep the residents thereabouts from going downtown. And the downtown houses are using plenty of printers' ink in the newspapers, posters and otherwise to attract ticket buyers to their houses.

Theatre men are hoping for an upturn shortly.

In addition to the permanent types of equipment designed for the reproduction of High Fidelity sound, the RCA Victor Company manufactures 33 mm. portable apparatus and only recently introduced a new 16 mm. 400-watt sound-on-film portable and an automatic continuous projector that have begun to attract widespread attention. Facilities for the recording, re-recording, synchronizing and reduction from 35 mm. to 16 mm. sound-on-film subjects are maintained at the company's studios in Camden, N. J., and New York City.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "The Match King"—Warners

Warren William, Lili Damita, Glenda Farrell, Harold Huber, Spencer Charters, John Wray.

Timely yarn with plenty of front-page publicity to help sell it. Folks will remember the case referred to, and smart showmen will cash in. William is the standout, but there have been enough femme angles introduced to captivate the women's trade. Warner's deserve a hand for giving the trade something timely.

Estimate: Front-page box office.

## "Bitter Tea of General Yen"—Col.

Barbara Stanwyck, Nils Asther, Gavin Gordon, Lucien Littlefield, Richard Loo, Clara Blandick, Walter Connolly.

Nice direction, capable angle, but it depends on how they will react to the title and the Chinese atmosphere. Stanwyck does well, and first part of the picture moves quickly. When the talk becomes a factor it slows down. Show has to be sold from the first minute, because of the Chinese atmosphere, so get behind it.

Estimate: Choose your own.

## "Central Park"—Warners

Joan Blondell, Wallace Ford, Guy Kibbee, Henry B. Walthall, Spencer Charters, John Wray, Harold Huber, Henry Armetta, Willard Robertson.

"Grand Hotel" of a park, with Warners contributing a neat production. Feature name cast should help, and the show has been hoked up enough to please all audiences. Of course, one might argue that the story is thin, but why worry when entertainment is present. Sold properly, "Central Park" means dough.

Estimate: Get behind it.

## "No More Orchids"—Col.

Carole Lombard, Walter Connolly, Louise Closser Hale, Lyle Talbot, Alan Vincent, C. Aubrey Smith, William V. Mong, Sidney Bracey.

This turned out better than it sounded. Tale of a rich girl who falls in love with the poor hero and then is willing to sacrifice all to help her father out of a jam, it doesn't sound like much, but turns out as a rattling good program picture. The feature names mean a bit, and as a programmer it will hit the mark easily enough.

Estimate: This is worth attention.

## "Under Cover Man"—Para

George Raft, Nancy Carroll, Roscoe Karns, Gregory Ratoff, Lew Cody, Noel Francis, David Landau.

Gang background is back again, even if the hero in this is a crook who reforms to find out who shot his daddy. Raft doesn't seem to be able to stand on his own legs yet, but nature of the yarn ought to be helpful to him. All in all, just another picture with an interesting title.

Estimate: No highs, no lows.

## "Half Naked Truth"—Radio

Lupe Velez, Lee Tracy, Eugene Pallette, Frank Morgan, Shirley Chambers, Thomas Jackson.

A quick clean-up and as fast as anything seen this year. Label Tracy as a press agent and there won't be any worries. As a fast p. a. who rises to the top, pulls a lot of fast ones and comes through strong, Tracy is superb, and, for that matter, so is the picture.

Estimate: One in a hundred.

## "The Unwritten Law"—Majestic

Greta Nissen, Lew Cody, Mary Brian, Purnell Pratt, Theodor Von Eltz, Louise Fazenda, Ernie Adams, Skeets Gallagher, Hedda Hopper.

Probably the best feature-name cast of the year, doing its best to make a mystery murder drama sound like something it isn't. The cast succeeds all right, so for that reason the show will satisfy audiences generally. There are enough names to get a lot of attention from all classes.

Estimate: Good title, good names.

## "Wild Horse Mesa"—Para

Randolph Scott, Sally Blane, Fred Kohler, Lucille La Verne.

Western along the usual Paramount lines, with good photography and a real open space yarn to boot. Randolph Scott must be building a following, and those who like the sand spectacles will go for this.

Estimate: Okay western.

## "Speed Demon"—Col.

William Collier, Jr., Joan Marsh, Wade Boteler, George Ernst, Robert Ellis, Wheeler Oakman.

Just a programmer with a racing background to aid it. That William Collier, Jr., presence is a tip-off to its worth, so sell it to the action fans.

Estimate: Another action yarn.

## "Tess of the Storm Country"—Fox

Charles Farrell, Janet Gaynor, Dudley Digges, June Clyde, George Meeker, Edward Pawley, Claude Gillingwater.

With the Farrell-Gaynor combination average or better grosses are assured. "Tess" is rather antiquated these days and should do better in the smaller towns. As a change from the current product, it should easily hold its own. But the team has had better stuff.

Estimate: Gaynor, Farrell, that's all.

## "McKenna of Mounted"—Col.

Buck Jones, James Flavin, Greta Granstedt, Niles Welch, Walter McGrail.

The mounted policeman usually gets his man, and Buck Jones is no exception. Tale of a Mountie who risks all for the service, it contains the usual number of action punches and is a bit different from the usual western. Jones' following guarantees success where they love westerns.

Estimate: Suitable.

## "Pier 13"—Fox

Spencer Tracey, Joan Bennett, Marion Burns, George Walsh, J. Farrell MacDonald, Noel Madison, Henry B. Walthall.

Comedy novelty with a couple of names to boot that shouldn't have any trouble registering audience satisfaction once the patrons get in. Getting them in is another question. Title doesn't mean much, and appeal isn't any too intriguing. Tracey uncovers another good performance, and mass attraction is predominant.

Estimate: Should do average.

## "Haunted Gold"—WB

John Wayne, Sheila Terry, Erville Alderson, Harry Woods, Martha Mattox, "Duke."

Western that delves into some mystery angles before the hero and heroine join in that last-reel clinch. These Warner westerns are refreshing and get the most possible out of the western formula. "Haunted Gold" is as good as any of the Schlesinger group before it, and should satisfy.

Estimate: All right.

## "Uptown New York"—World Wide

Jack Oakie, Shirley Grey, Leon Waycoff, George Cooper, Raymond Hatton, Lee Moran.

Pleasant enough tale that ought to benefit through the Oakie name and some interesting sequences. All in all, it shapes up as the sort of fare neighborhoods usually enjoy. Tale is rather thin, which handicaps the whole thing, but some good acting bits relieve the monotony.

Estimate: Fair enough.

## "The Mummy"—Universal

Boris Karloff, Zita Johann, David Manners, Edward Van Sloan, Arthur Byron, Noble Johnson.

Here's another one of those maybe's. No one predicted the success of "Frankenstein," and "The Mummy" belongs in the same category. Chances are that this show, about a mummy who comes to life, will be a big hit, where sold properly. It has all the essentials, and needs only the initial push.

Estimate: Looks like dough here.

## "Call Her Savage"—Fox

Clara Bow, Gilbert Roland, Thelma Todd, Monroe Owsley, Estelle Taylor, Willard Robertson, Hate Hamilton.

This one can't miss. Audiences are waiting for Bow, and in "Call Her Savage" showmen will have the first mop-up on the Fox program. Bow is hot, acts that way, hops all over the place, and when everything is added, the answer is box office.

The old Bow is back and everything except the kitchen sink has been included in the story. She looks fine. When the grosses are in, "Savage" will be way up.

Estimate: Hold 'em, ushers.





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# EXHIBITOR

COVERING THREE FILM ZONES

AN EMANUEL-GOODWIN PUBLICATION

CIRCULATING  
IN NEW YORK  
STATE AND NORTH-  
ERN NEW JERSEY

Vol. 5—No. 7

NEW YORK, DECEMBER 10, 1932

PRICE, 15 CENTS



# "So You Won't Talk, EH!"

*Neither would these  
smart showmen—until*

## **"GOONA-GOONA" BROKE EVERY RECORD!**

DAVIS and REGENT, Pitts-  
burg (Day and Date)

Warner's STANTON, Phila-  
delphia

WARNERS, Milwaukee

WARNERS, Troy

WARNERS, Utica

WARNERS, Charlotte

WARNERS, Lynchburg

Warner's VARIETY, Cleve-  
land

Warner's LAKE, Cleveland  
(Held Over for 9 Days)

Warner's UPTOWN, Cleveland

Warner's METROPOLITAN,  
Washington

AUDITORIUM, Baltimore

CASTLE, Chicago (5th Week)

RKO CAMEO, New York (9  
Weeks) (*Breaking a  
7-Year Record*)

RKO PROCTOR'S, Newark

CENTURY CIRCUIT (50 Days)

Loew's STATE, Providence

Theatre of the Stars and Showplace of  
New England)

GRANADA, Toledo (*All Records  
Shattered*)

RKO GRAND, Albany

STRAND, Syracuse

MAIN STREET, Kansas City

ORPHEUM, Des Moines

PALACE, Rochester

GRAND, Cincinnati

CAPITOL, Dallas

MAJESTIC, Houston

RKO, Los Angeles

ORPHEUM, New Orleans

ORPHEUM, Portland, Ore.

ORPHEUM, Seattle

PALACE, Akron

PALACE, Youngstown

MAJESTIC, Columbus

ORPHEUM, Memphis

COLONIAL, Dayton

KEITH, Boston

DOWNTOWN, Detroit

ORPHEUM, Minneapolis

KEITH, Portland, Me.

ORPHEUM, Salt Lake City

KEITH, Lowell

PALACE, Saint Paul

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GOLDEN GATE, San Francisco

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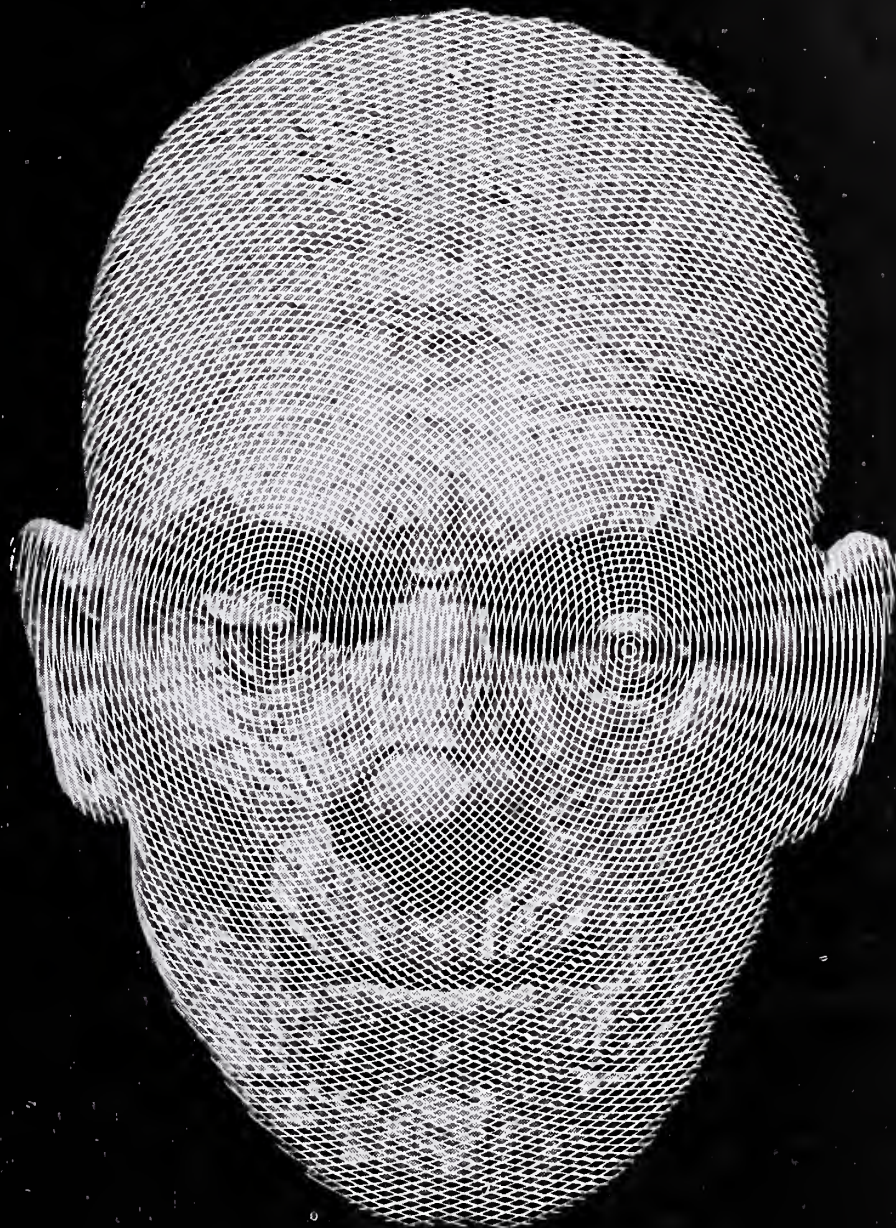
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**"It couldn't be done"—  
So Universal did it!**



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Already 4-starred by Liberty Magazine. "A picture you must show," says *Hollywood Reporter*. "A honey"—*Variety Bulletin*. "Marvelous picture—it has everything!"—*Hollywood Herald*.



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**BEBE DANIELS**  
**ALINE MACMAHON**

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A First National Picture





# THE GREAT GROBINGSON = ONE DOLLAR



It's a Gift from  
**WARNER BROS**  
for Christmas!



# The New York State EXHIBITOR

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### Vaudeville Price Troubles

IT is interesting to note that at a time when the independents in the industry think they are on the right road to adjustment of their grievances, independents playing vaudeville are seeing their troubles piling up. Threatened combination of Loew's, Warners, Paramount and RKO vaudeville departments into a group that seeks to dictate flesh policy of the larger vaudeville independents in eastern cities is providing those indies with a real headache.

In Baltimore and in Philadelphia, for example, two houses that have been going above scale to secure the biggest names are finding it difficult to book in star talent at any price because of an alleged blacklist.

The whole thing amounts to an odd situation wherein theatre departments of a company whose distribution branch seeks the highest possible prices from independents place independent houses on a blacklist because those indies are willing to pay the highest price for stage talent. The same indies, too, are among the ones protesting against excessive film rentals.

Aside from the blacklist angle, which would arouse the ire of any independent, the four companies mentioned are entitled to their own views on stage prices. They started the idea when Broadway went name-crazy, with the result that houses paid top money and didn't make any for themselves. Now, with the independents willing to take the same chance, the companies in control do not approve.

The William Morris office, which has been booking circuits as well as indies, is ready to go to bat for the indies. If names they handle are placed on blacklists, then roadshows containing big stage names will go on tour, headed by the first unit, Eddie Cantor-starred. Cantor is asking \$15,000 weekly plus 50 per cent of the profits.

The chains, to repeat, have a right to regulate their business as they see fit, but they must remember two things: first, that monopoly will not do the business or themselves any good; and, secondly, that the wild rush for big names at top prices was started by themselves. If an indie starts to yell because of high prices, he is promptly labelled a lot of undesirable names—but it seems okay if the big fellow does the same thing.

### Absence Does Not

WHAT has often been said here again proved true in practice. Despite the fact that Harold Lloyd's newest release is deserving of praise because it contains the essentials of good, clean comedy, the picture has not been doing the expected usual Lloyd business and certainly will not gross for Lloyd enough to pay him for the time and effort put into it.

No star can afford to keep out of touch with his public. Incidentally, this is a good argument against exclusives.

There are some who may argue that sound placed Lloyd in a difficult position, that his gag humor was, of necessity, relegated to the accomplishments of another day. Regardless, however, Lloyd would be better off placing two or three pictures before his public each season rather than offering one to them every two years.

It is interesting to note that in January, 1931, these columns speaking, too, as an exhibitor, said:

Lloyd is not as popular as when he released three or four pictures a year. He simply raises his prices on a waning popularity. It is unfair to the exhibitor.

Chaplin may find himself up the same tree. Granted that "City Lights" turned in a good gross, it is still questionable whether or not another trip to the well will profit him to the same degree.

Regarding Clara Bow, however, another point must be made. Her ability to keep in the headlines despite non-production should help make "Call Her Savage" a box-office hit. Giving her the right kind of pictures and two or three releases a season will restore her to her rightful place in the box-office division and keep her protected from the industry tradition that absence does not make the heart grow fonder.

### Concerning Shorts

SHOULD the new standard arbitration contract be adopted and put into general use by all companies, one significant benefit should result immediately, a betterment of the quality of shorts.

It is no secret that there are too many shorts, and, too many poor shorts on the market. Not only is there a deluge of single reels, but the calibre of many of the two-reelers is way below average. Reason for lack of quality is need for quantity. No company can schedule such a multitude and expect the major proportion to be of much value.

With the shorts clause of the new contract in effect and the distributor unable to offer more than three reels for each feature, newsreels to be included, exhibitors can use more leeway in buying. The companies, therefore, in order to get into the most spots, will seek to give their short product a higher quality.

It is better to make fewer and have them better. As it is now, many houses prefer to repeat the good ones rather than take a chance on the new, mediocre offerings.





# Allied—M. P. T. O. A. Split Results From New York Exhibitor Meeting

## Help "Daily" Fund

The Annual "Film Daily" Relief Fund plea is now being heard throughout the industry. It needs the support of every member of the industry.

During the past year, the fund has helped many in this business. It deserves the interest of everyone.

Send your contribution to the "Film Daily," 1650 Broadway.

## Heard In

### 44<sup>TH</sup> STREET

Sweigert Stands High,  
Randel, Too

THE EXHIBITORS are crying, and they have plenty of reason to do so. . . . Now that the football season is over wonder what sport Harry H. Buxbaum, Sr., will be interested in. . . . Joe Lee, the Jersey Chinaman, will have a birthday soon. . . . Bernie Brooks, the dapper Paramount booker, gets lost when he drives in Jersey. . . . Will it be President Sweigert or President Wolff after the Film Board elections are over. . . . FD is naturally "Goon-Goon" conscious, altho they don't take the love powder. . . . Incidentally, the exchange has been getting a lot of good runs on the Chesterfield and Monogram product. . . . "Slightly Married" and "Women Won't Tell" are the latest, with "Guilty or Not Guilty," with Betty Compson, now working the territory.

ED SCHNITZER knows Broadway is World Wide conscious, what with "Killing the Killer" drawing a hand at the Gaiety and "Uptown New York" getting a date at the Paramount. . . . And Bob Savini is happy, too. . . . National Screen has some excellent holiday novelties ready.

THERE WAS SOME SQUAWK at the exhibitor mass-meeting when the M. P. T. O. A. leaders were under the impression tickets were to be sold at \$5 but it was discovered they were going at \$2. . . . Pete Harrison was prominent at the meeting. . . . So was the Allied Jersey contingent and Allied New Yorker Beck of Liberty. . . . Moe Streamer's sales force at U-A won't sell the Goldwyn "Kid from Spain" and "Cynara" exclusive. . . . They are available for one and all. . . . Al Harstn acted in an official capacity at the mass-meeting. . . . The ideal kid picture for the Xmas holidays, Bob Wolff will tell you, is "Little Orphan Annie" from RKO. . . . You'd better believe him. . . . It's a real kid show.

EARLE SWEIGERT came in second in the Paramount contest. . . . Clayton Eastman stood high, too, with his Albany exchange. . . . Henry Randel was up in the list also. . . . Ask Sweigert to show you pictures of the new baby. . . . Don't ask Bob Wolff of Radio for any passes to the opening of Radio City. . . . There won't be any.

ARTHUR GREENBLATT plans a startling announcement from his Invincible ex-

## T. O. C. C. Voting Caused Plea For Governmental Regulation — Producers Falling in Line On New Proposed Contract

A definite breach between the Allied and M. P. T. O. A. as far as methods for industry relief are concerned has resulted following the mass-meeting held at the Park Central Hotel here December 1.

## Film Board Elections Scheduled for Dec. 14

### Sweigert, Wolff Up As Presidential Prospects

The New York Film Board of Trade will hold its annual elections December 14.

Here's the slate nominated:

President—Earle Sweigert (Paramount); Bob Wolff (Radio).

Vice-President—Henry Randel (Paramount); Leo Abrams (Universal); Jack Bellman (Hollywood).

Second Vice-President—David Levy (MGM); Harry Hummell (Warners).

Recording Secretary—Harry Decker (Warners); David Levy (MGM).

Treasurer—Jack Bowen (MGM).

Sergeant-at-Arms—Ed. Schnitzer (World Wide).

Louis Nizer is secretary.

### Cosmopolitan Opens

Cosmopolitan, Columbus Circle, has opened, with C. F. Zittel heading the controlling company. Omsac Amusement Corporation is the corporate owner, with George Roberts managing the theatre.

Vaude-picture grind policy will be used.

change in a short while. . . . Things are picking up there a bit. . . . At Capitol, Herman Gluckman is enthusing about the cast of "The Vampire Bat" with Fay Wray, Lionel Atwill, Maude Eburne, George Stone and plenty of others, a star cast if ever there was any. . . . The exchange is moving upstairs.

THIS MONTH will see New Jersey Allied in with Invincible exchange, according to report. . . . The Samuelson unit needs for more space, it would seem. . . . Harry Buxbaum's Fox exchange has come out second to Edgar Mose again in the recent Fox drive. . . . The checks were distributed among the office workers this week. . . . They were won a couple of years ago, it seems.

EDITH SILVERS is now the secretary to Dave Sohmer at Ed Schnitzer's World Wide exchange. . . . The boys are wondering who the next president of the Film Board will be. . . . At least, the same voting trouble that arose last year won't be repeated. . . . Last year, three were up for the post. . . . Betty Thomas celebrated her 18th birthday the other night.

A packed meeting of 300 or more exhibitors saw the body go on record favoring government regulation of the industry, following similar action taken at the Chicago meeting a few days before.

Combined voting power of the T. O. C. C. forces with those of the New Jersey Allied and other Allied groups made it a walk-away for the government program despite the attempts of the M. P. T. O. A. to give the distributors more time to fall in line. Charlie O'Reilly, president of the T. O. C. C., was a neutral chairman of the meeting, but the vote of his unit provided the actual strength of the session.

Following the session, Sidney Samuelson's New Jersey unit has pledged its efforts toward securing relief. A campaign that will seek statewide sentiment for a governmental relief plan has been adopted by that body. Samuelson has been a prominent factor in all distributor-exhibitor negotiations.

The M. P. T. O. A., through M. A. Lightman, president, has, however, not given up its fight for a standard contract. Its units are pledged to a solution through a better contract and will work along those lines.

The revised contract has few changes except that the shorts clause has been dropped, so that no exhibitor must buy shorts with features. The National Board of Appeals clause has also been modified a bit to meet distributor objections. Fox, Paramount, MGM, RKO, Educational, World Wide and Universal have accepted the pact.

### Quittner Suit Proceeds

Suit of Joseph P. Quittner against Paramount for \$5,000,000 damages is now being heard in this city.

It is expected that testimony will take several weeks to complete. Prominent industry leaders have been subpoenaed.

### New E. S. S. Office

In order to increase its trailer service facilities, the Exhibitors Screen Service, Inc., has opened a branch distribution office in Film Center Building.

### Exhibitors Crying Aloud

Business with many of the inde houses is worse than during the summer.

So when the exhibitors put on the crying act exchangemen do believe them. Double features, premiums, cut rates, prizes, etc., don't seem to help. Business is bad.



— A —

**MAJOR  
PRODUCT****FROM EVERY ANGLE****"THE CRUSADER"**

with

EVELYN BRENT  
H. B. WARNER  
NED SPARKS  
LEW CODY**"The UNWRITTEN LAW"**

with

MARY BRIAN  
SKELTS GALLAGHER  
HEDDA HOPPER  
GRETA NISSEN  
LOUISE FAZENDA  
PURNELL PRATT**"PHANTOM EXPRESS"**

with

J. FARRELL MacDONALD  
WM. COLLIER, Jr.  
SALLY BLANE  
HOBART BOSWORTH  
EDDIE PHILLIPS*An Emory Johnson Production***"HEARTS OF HUMANITY"**

with

JEAN HERSHOLT  
CLAUDIA DELL  
JACKIE SEARLE  
CHARLES DELANEY**And Soon!****"THE VAMPIRE BAT"**

with

LIONEL ATWILL  
FAY WRAY  
MELVYN DOUGLAS  
MAUDE EBURNE  
GEORGE E. STONE**Majestic Pictures***Released by***FILMCRAFT EXCHANGES, Inc.**505 PEARL ST. 1046 BROADWAY  
BUFFALO ALBANY**Rochester Closing Looms**

Rumors of the return of vaudeville by the first of the year or the closing of one or more theatres downtown are current in Rochester. It is generally admitted that the city is badly over-seated for present conditions. Those in the know don't see how six downtown houses can continue straight film policies. Both the Palace and the Rochester are too big and expensive to operate except with smash film every week and they just don't come that way.

**Heard In****B U F F A L O**My, a Couple of Babies  
Arrive*By Mary Ann*

AT THE STANDARD office everything is humming. . . . Whole office force, industrious Harry Berkson, genial booker-salesman, Nat Sodikman, and Gladys Schwert, the newest addition, is hard at work. . . . Occasion is the famous JAY-BEE JANUARY MONTH which has become institutional among exhibitors. . . . This is "Jay-Bee's" (Jack Berkowitz's eleventh anniversary in Buffalo as an exchange manager. . . . Due to his conduct and policies he has acquired a great personal following and his exchange is today enjoying popularity and confidence equalled only to the best film exchanges in that row.

HERB SILVERBERG is wearing a great big smile these days, he took two claims against the Glass Company in Federal Court on a Contingent basis. . . . He wasn't bashful and asked for an allowance of the claim for a total of \$425,000. . . . The writer just learned that he had \$162,500 of it allowed. . . . Jules Michael, chairman, M. P. T. O., attended the exhibitor meeting held in New York. . . . At the film round table, Laube's Old Spain, Sid Samson, manager Fox, was heard to say, Emmie Dickman played ball with an old friend of Sid's, back in 1902. . . . Bill Gehring, Fox Cincinnati manager, was in town for a few days. . . . He has recently been appointed colonel of aid de camp to Governor Luffoon, Kentucky. . . . Boys at the same "round table" were discussing a picture recently seen in the local papers showing both "Daddy Brink" Educational, and John Sitterly, Warner Brothers, playing on the hockey team in the year of 1899. . . . Warner's manager, "Hair-spring Harry," as the boys call him, was the guest of Laube's again on Saturday. . . . Jimmie Spear was seen lunching with a brand new gal from Rochester.

HIPPODROME has discontinued vaudeville and adopted a straight film policy. . . . In connection with "If I Had a Million" at Shea's, Buffalo, the publicity staff put over a peach of an exploitation stunt in the "Times." . . . Offering valuable prizes to those who submitted the best essays on the subject "What I Would Do, If I Had a Million." . . . Contest ran a full week in the "Times." . . . Mammoth illuminated lobby displays in Shea's, Buffalo, on "Prosperity," brought forth much praise from patrons. . . . Displays were the work of David Bisgier and members of the Shea art staff.

SAM MINEO, Shea, Buffalo, grand orchestra, is getting along fine at Perrysburg. . . . Local Laube restaurant sent Sam a big Thanksgiving basket. . . . Emil Giffonelli, supervisor Shea community theatres, visited New York for a few days last week. . . . All of the houses in the Community Circuit have tied up with the Lionel Electric Train Company in a contest. . . . Frank J. A. McCarthy, eastern sales manager for Universal, was seen sauntering across the field at the Army-Notre Dame game.

FRANK KING, formerly Fox cameraman, is planning to go to California to make pictures shortly. . . . Norman Sheehan, Fox local office, left to spend the weekend with his brother, Clayton, in New York. . . . Morris Fitzer reopened the Arcadia Theatre, Syracuse, December 9. . . . Postponed screening of "Cynara" was held at the Hollywood Theatre. . . . J. H. Kaplan, manager, United Artists, issued 125 double invitations to exhibitors. . . . Harry Seed, Warner Brothers exchange manager, announced that the Warner Club are planning a dinner party and dance at the Mayfair around Xmas. . . . Leone Ehrne, Warner Brothers' cashier, and Andy Horn, Jr., Horn Trucking Service, both drew lucky numbers and won a Thanksgiving turkey. . . . Gene Murphy, Warner salesman, won \$2.00. . . . Wonder if it will be spent on one of Ray Gibson's famous dinners.

RENE CRAVEN, formerly assistant booker at Fox, is succeeded by Robert Clabeaux, former shipper, and Art Maier, formerly assistant shipper, has moved up to shipper. . . . Rene Craven decided she needed a rest and intended spending several months in Albany with her mother. . . . Mike Simon, Indianapolis and Cleveland, is now salesman in the Buffalo office of Paramount. . . . Bill Brereton, able assistant to Charlie Taylor, publicity staff Buffalo theatre, during his spare moments taught Ben Turpin to operate a Yo-Yo.

YOUR CORRESPONDENT just returned from the Children's Hospital after visiting her brand new niece, Sally. . . . Yes, sir, 8½ lbs. . . . And who do you think I bumped right into in the hall? . . . None other than J. B. Berkowitz, manager, Standard. . . . His chest was out so far I hardly recognized him. . . . Well he's passing around the cigars, it's an 8½ lb. baby son. . . . I inquired about it being the firstborn and he said one son in college, another in high school, and well this is the third son. . . . Everyone in film row was pleased with the quick recovery of Florence Dixon, wife, Harry Dixon, RKO manager, from her nervous breakdown. . . . Al Friedlander, president First Division, is receiving his mail addressed to "Goona-Goona" Friedlander these days. . . . Ruth Rappoport, Warner booker, and Sara Weil, RKO, certainly are proud of their clever little dancing nephews. . . . John Jordan has taken over the Avon Theatre, Syracuse, from Jim Constantino.

PALACE THEATRE, Wolcott, has been taken over by A. M. Worden and Flora B. Worden, Fulton. . . . House was formerly operated by the Wolcott Palace Theatre Co., with H. C. Whitford manager. . . . Andrews Theatre, Salamanca, is now added to the Schine Circuit. House for many years was operated by Walter Trass and later managed by James Cranides. . . . Park Theatre, Hammondsport, is now managed by Meadowcroft. . . . Opera House, Phelps, has been re-named the Garlock, and re-opened by R. J. Fisher. . . . Effective Sunday, Liberty Theatre, Lackawanna, that has been oper-



Heard In

**ELMIRA**  
Schweppe Sues for His Salary

By Jay

ARTHUR H. WORDEN has purchased the Palace Theatre, Cortland, owned many years by H. C. Whitford. . . . Ministers of Bath have conferred with Harold Lee, manager Bath Theatre, regarding the showing of pictures Sunday afternoons and before 8.30 Sunday evenings. . . . Should an agreement not be reached, it is probable the matter will be taken to the mayor and village council, who have the authority to decide the hours of Sunday performances.

**AN ACTION** for \$50,000, alleging breach of contract, has been instigated by Henry A. Schweppe, Elmira, against the Newtown Amusement Corporation. . . . In the complaint Schweppe, former owner and manager, the Capitol and Colonial Theatres, says that on August 15, 1928, the amusement corporation, which took over the houses, hired him to manage both theatres at a weekly salary of \$60 for 20 years, and that on November 14, this year, the amusement corporation discharged him. . . . Directors of the Newtown Amusement Corporation are Nikitas Dipson, Batavia, president; John R. Osborne, Batavia, treasurer; Frederick Schweppe, Elmira, vice-president; and Henry C. Schweppe, Elmira, secretary. . . . Amusement corporation operates the two houses under a lease from the Walter Brown Davis Company, former operators of the theatres.

No Pool

All rumors of a pool between the RKO and Warner houses in Albany are without foundation, according to Lou Lazar, Warner divisional manager.

"There is absolutely no foundation for any such story and you can quote me as saying that at present—and as far as I can see—in the future, there will be no pool of RKO and Warner theatres in Albany or Troy."

**BUFFALO—(Continued)**

ated by M. Morad, is now back in the hands of A. and F. Moses. . . . Mike Resnick, Powers Pictures, has resigned. . . . Park Theatre, Buffalo, after being dark for some time, opened under management of Mrs. M. Dubesewski. . . . L. J. Herd is the new manager, Majestic Theatre, formerly Alcazar, Brocton.

IT IS RUMORED that METRO is sold 100%. . . . Mike Simon, Paramount salesman, was suddenly called away on account of the severe illness of his father. . . . Frank McCarthy, eastern sales manager, Universal, spent last week-end in Buffalo. . . . Andy Smith, eastern sales manager, Warners, spent last week-end in Buffalo. . . . Charles Rosenzweig, general sales manager, Columbia, visited Joe Miller, branch manager. . . . A. J. Mertz, short subject sales manager, RKO, and C. McConnell, representative for Van Buren short subjects, stopped at the RKO Buffalo office last week. . . . There was quite a delegation of Syracuse exhibitors in town during the past week. . . . Rochester—Leo Shafer, Arnett Theatre; Sol Shafer, State Theatre; Wm. Tishkoff, Murray Theatre; Max Fogel, Webster Theatre; Syracuse, Abe Corrin, Alcazar Theatre; Tom Roe, Turnhall Theatre; R. Merriman, Franklin Theatre; Sam Slotnick, Novelty Theatre.

**Official Notices of the M. P. T. O., Buffalo Zone**

General meeting of all exhibitors, members and non-members, was held Tuesday, November 29, at the Riviera, Buffalo. Meeting was called for the purpose of passing on a new standard exhibition contract as drafted by the committee representing the M. P. T. O. A., Allied and distributors. At that meeting the following action was passed:

"That action on the proposed optional standard license agreement of 1932 be referred to the Board of Directors of the Motion Picture Theatre Owners, with the addition of two independent exhibitors. Meeting of the committee will be called within the next ten days."

M. GUETH, Secretary,  
JULES MICHAEL, Chairman.

Heard In

**ROCHESTER**  
Managers Change and Sper Amputates

By Eeaitch

MANAGER FLORENCE BELINSON, Little, is proud possessor of two unpublished pictures of Greta Garbo taken in her teens. . . . Manager Martin Anderson, Quirk, Fulton, a recent visitor. . . . Manager Jay Golden, Palace, is back at his desk after a siege in hospital with an infected wrist. . . . Manager W. W. Riskey, RKO Temple, took over during his absence and Charlie Freeman, former assistant, transferred to State in Schenectady, was brought back temporarily for the emergency. . . . Truman Brizee, formerly of the Capitol, becomes assistant manager of the Eckel, Syracuse. . . . An elaborate oil painting of a mountain lake recently left by patron of Loew's Rochester. . . . Eastman Kodak Company honored by the Academy of Motion Picture Arts and Sciences as maker of film on which "Shanghai Express" was made. . . . Russian "Rasputin" film was given "adults only" tag by the Little Theatre and did good business.

"ORPHAN ANNIE" film broke house records for opening matinee, but the draw was way down on night business. . . . 1,000 dolls to first comers helped the getaway. . . . Jimmie Sper, salesman for Paramount, amputated his Menjouish mustache and then

Anderson Wins

First prize in a manager's ability drive recently conducted in 86 theatres owned by the Skouras Brothers was won by A. B. Anderson, manager Pontiac Theatre, Saranac Lake.

Prize was \$500, and it was awarded to the manager of the Skouras Theatre in New England, New York, New Jersey of Virginia, which showed the greatest increase in its volume of business during the 12 weeks which closed October 22.

Clayville House Looms

Brick Opera House at Clayville, formerly owned by the Clayville Knitting Company, has been purchased by Earl P. Brennan, of that village. He plans extensive improvements, exterior and interior, and will offer motion pictures when the job is finished. Clayville is a small village a few miles south of Utica.

started another. . . . "Virtue," scored as top light for the Palace, stood 'em at the Temple, proving you just can't always tell. . . . Harry E. Sweet, former manager Riviera and later Rialto, Lockport, is back in town. . . . Harry C. Whitford sells Palace Theatre, Wolcott, to Arthur M. Worden, Cortland. . . . Private S. K. Slack added to film attraction "War Aces" at the RKO Temple as stage draw.

**Radio Has Two Coming Along**



Edna May Oliver and James Gleason may be seen in "Penguin Pool Murder," while Lili Damita is current in "Goldie Gets Along."



## WHAT HAPPENED AT THE NEW YORK EXHIBITOR MEETING

The M. P. T. O. A. intends to go through with its program on the standard exhibition contract, regardless of the developments of the exhibitor meeting held at the Park Central Hotel, December 1.

The New York meeting, attended by about 300 exhibitors, saw Allied representatives in the majority.

A strong bid for Federal legislation of the film industry was made at the mass-meeting by Abram Myers, general counsel for Allied States Exhibitors Association, and as violently opposed by M. A. Lightman, president of the Motion Picture Theatre Owners of America, Inc.

Myers emphasized the importance of the time element in urging the exhibitors present to approve the legislation adopted at the Chicago session calling for legislative investigation of the motion picture industry. In asking the approval of the resolution, so that the industry might present a united front in its behalf, Myers added that this approval was necessary now to insure a speedy recognition of such a measure by Congress, which convenes this Monday.

Myers took a direct stand in opposition to Lightman, who had asked the exhibitors present to grant the film producers more time to study the uniform exhibition contract.

Lightman cited, in his plea, that only United Artists, of all the major companies, was directly opposed to the contract. The others, including Paramount, Educational, Columbia, Universal and Metro-Goldwyn-Mayer, had signified their intention of giving the contract further study before making definite commitments.

Myers, however, countered with the statement that "we have heard too much of the contract. It is the fairest of all contracts, but it is only a minor part of our program.

"We are faced with big problems—among them excessive protection and overbuying of pictures by the major circuits. And we must stand by our resolve to seek Federal aid."

Sidney E. Samuelson, vice-president of Allied, in an earlier address, also insisted that the contract is of no relative importance.

"It is a horrible reflection on us all to walk out on Sidney R. Kent, but those who refuse to go along with our leaders (referring to the adoption of the Chicago resolution calling for Federal investigation) are those who are the reds and the anarchists of this business."

Charles O'Reilly, president of the Theatre Owners' Chamber of Commerce, presided, while on the dais were Lightman, Samuelson and Fred Wehrenburg, a director of the M. P. T. O. A.

Approved program provides for a federal regulation bill and also a federal investigation of the industry. Allied is strongly behind the plan.

Sidney E. Samuelson, Allied vice-president, called the gathering to order and presented Charles L. O'Reilly, T. O. C. C. president, as chairman. President M. A. Lightman, of the M. P. T. O. A., gave a summary of the contract negotiations.

Minutes of conferences held to develop plans for waging a legislative program or drafting a standard contract were read in order to acquaint exhibitors with the background of the situation.

### Jimmy Grainger Resigns

A statement from James R. Grainger, vice-president of Fox Film Corporation, says:

"Honest differences of opinion with reference to distribution policies of Fox Film Corporation have arisen between Mr. Sidney R. Kent, president of the corporation, and myself. The exchanges of views between us were carried on in the most amicable and understanding manner, and at no time have there been any but the most friendly relations between us. In view of the fact that this discrepancy of views occurred, it was deemed advisable by Mr. Kent that the corporation and I attempt an amicable adjustment of my contract, and that in the interim I take a leave of absence on full pay pursuant to my contract, pending the consummation of such settlement. These negotiations will be carried on in my behalf by my counsel, Mr. Saul E. Rogers, with counsel of Fox Film Corporation. Until negotiations are consummated for settlement of my contract I naturally cannot make any plans for the future.

"The severance of my relations with the company will naturally be regretful after the many years I have spent with the company, but I am happy that the parting will take place with mutual expressions of good will. I wish Mr. Kent every possible success in the solution of his problems."

Lightman differed from the minutes and declared that he had never seen a copy of them until the Chicago mass-meeting.

Jack Fishman, Connecticut M. P. T. O. official, said that Lightman has never at heart favored the federal regulation program discussed at the Allied-M. P. T. O. A. conferences earlier in the fall.

A tribute to the M. P. T. O. A. for the spirit of co-operation it displayed in the drafting of the contract was paid by Samuelson, who expressed hope for the continuance of co-operation with the national organization.

### Afternoon Session

Samuelson launched the afternoon's proceedings and declared that the contract does not necessarily put a stop to overbuying and exclusive views.

Charlie O'Reilly advised the gathering that his organization, the T. O. C. C., has never examined or discussed the standard contract. "The distributors have given us nothing but promises," declared Col. H. A. Cole, taking a crack at the contract.

A. M. Beck, president of the Allied unit of New York, Eastern Division, moved that action on the proposed federal probe and

regulation bill be deferred for 30 days and then pushed providing distributors fail to grant the exhibitor contract demands. Richey jumped to his feet with the statement that the resolution adopted at the Chicago mass-meeting adequately took care of the situation. He moved to amend the motion to this effect and Beck finally withdrew his motion to give way to Richey's.

Lightman told the meeting that he could not commit the M. P. T. O. A. to support the resolution. Two-thirds of his units, he said, are committed to favoring the contract.

Opposition to the Federal Government "messing into business" was expressed by Walter Vincent. Tommy Goldberg, Baltimore, concurred with Vincent.

George Aarons, M. P. T. O. of Eastern Pennsylvania, pointed out that the meeting had no right to instruct both national exhibitor bodies to sponsor a federal regulation campaign.

"Nothing can be accomplished at the 'lame duck' session of Congress now starting," said Sidney Lust, Washington.

Fred Wehrenberg, of St. Louis, stated that 300 members of his state unit favors the contract. Sam Horwitz, Cleveland attorney who represented independent exhibitors of that city in their recent protection dispute with Loew, also went on record as opposed to the resolution.

The Samuelson unit is proceeding with its plan for federal regulation. Meetings have been held to that effect.

The body will move shortly to its new quarters in the Film Center Building.

### Streamer Serves

Charlie Streamer, head of the Streamer Premium Company, served refreshments to exhibitors attending the sessions.

It made an excellent impression with exhibitors.

### Filmcraft Busy

"Vampire Bat," a Majestic release, has been completed, report Filmcraft exchanges, Buffalo and Albany.

Lionel Atwill, in "Silent Witness," "Dr. X," "Wax Museum"; Fay Wray, in "Dr. X," "Most Dangerous Game," "Kong"; Melvyn Douglas, who has played opposite Gloria Swanson, Greta Garbo and others; Maude Eburne, one of the screen's most important character comedienne; George E. Stone, who has played in "The Last Mile," "Little Caesar," "Five Star Final" and other smashes; Dwight Frye, of "Dracula," "Frankenstein" and others, are in it, one of the best casts of the year.

### Incorporations

Milbankes, Inc., of New York. To deal in the motion picture business.

Leff Productions, Inc., of Manhattan. To deal in the motion picture business.

Mt. Vernon Pictures, Inc., of Mt. Vernon. To deal in the motion picture business.

Concord Amusement, Inc., of Kings. To deal in the motion picture business. Capital stock, \$10,000.





## The 25-Cent Plan

Discussion by

- Sidney R. Kent
- Louis Nizer
- Charles S. Goetz
- Eric M. Knight

December, 1932

A MONTHLY FEATURE  
OF  
EMANUEL - GOODWIN PUBLICATIONS

## This Trailer Business

By  
CHARLES S. GOETZ

In Which a New Trend  
of That Department  
Comes to Light

WHEN I WENT ABOUT WRITING an article concerning trailers, I thought it would be the easiest thing in the world. Having worked with trailers, dreamed about trailers, and done everything but eat with them for the past four months, I anticipated no difficulty in writing about them. But now that I settle down to the job, I find it not so simple. It isn't that there's nothing to say. The trouble is, there is so much to talk about that I don't know where to begin.

I DON'T BELIEVE there is an exhibitor in the country who does not admit that the trailer is at the same time the most effective and the most economical method of advertising for the theatre owner. When you consider the cost of newspaper advertising and the rentals of 24-sheet boards, the expense of a trailer service seems ridiculously low. As to their comparative value, I would willingly wager that should an exhibitor discontinue running trailers, his loss of business would be more than twice as great as the loss incurred by the stopping of either of the other forms of advertising. Doubters are welcome to make the experiment, at any rate.

THE EVOLUTION OF TRAILERS has followed closely behind that of general motion picture technique. Looking back, I remember the old days, when all you

needed to extract an old-fashioned roar from the audience was a shot of a comic with long mustaches trying to eat a bowl of spaghetti—the days when the exhibitor



CHARLES S. GOETZ

turned the crank of the projection machine with one hand and sold tickets with the other. Trailers weren't much to brag about then. Animation was a word yet to be coined, and sound effects, other than the kids up in the balcony, were a fanatic's dream. However, an occasional talkie was supplied by the electrician back stage.

IN THOSE DAYS, trailers were nothing more than printed announcements of the coming attractions—about as alluring as a barn door and not half so good looking. The next step was the use of stills. Every exhibitor can ring the succeeding changes in trailer development himself. After the use of stills came the excerpts from the pictures themselves, punctuated with announcements, and, finally, the modern trailer, with its extraordinary animation, carefully cued sound effects and voice.

THE TRAILER OF TODAY is built exactly in the same way as a feature picture. Special orchestras supply the music and well-known radio announcers the voice. Generally speaking, the tendency is toward a briefer trailer than those used heretofore.

A NUMBER OF OBJECTIONS have been raised against the practice of using the high light shots of the feature as part of the trailer, some of them meriting serious

(Continued on page "E")



# The 25-Cent Plan— Why the Industry Needs It

By

**Sidney R. Kent**

**President**

**Fox Film Corporation**

THE MOTION PICTURE INDUSTRY cannot survive on 10-cent admissions. If, as indicated, the 10-cent idea advances, this business will be faced with as great a crisis as ever in its history.

THERE ARE MANY REASONS for this analysis of a perplexing problem. Primarily, negative costs preclude any chance of profit for either theatre or producer on this scale. Furthermore, the number of cut-rate houses in the country today is gradually breaking down even those who want to operate on a legitimate admission price. Ten-cent admission is a cancer on the side of the intelligent, far-sighted showman. It is an evil that can be cured by only one method—immediate and permanent surgery.

THIS IS THE ONLY INDUSTRY in the world which puts the same retail price on good and bad merchandise. It sells a Rolls-Royce for the same price as a Ford in the same theatre. If the industry does not show any respect for its merchandise, why should the public be expected to think the opposite? If outstanding pictures are priced at cut rates, an immediate value is so placed in the public mind. Regardless of quality, the 10-cent picture loses its standing, and with it so does the business.

EVEN THE FINEST of pictures must fall into this category when they are dragged down to the 10-cent level. That the industry, when it allows 10-cent pictures, so appraises their value must be self-evident to the patron-buying assembly.

NO ONE can deny that there are cases in which a 10-cent or a 15-cent level is the only way out for an exhibitor. This type of theatre can play a definite type of product made expressly for the cheaper trade. There are enough pictures available at this rating to kill, at least, the argument that it is necessary to show everything at that price.

THE 25-CENT PLAN, as advocated by me, will do much to do away with the 10-cent evil and become a permanent bar against the spread of exclusive selling. It is my belief that the 40 to 60 best pictures of the industry should be shown at an admission of 25 cents minimum, thereby allowing the exhibitor to make some money when he has a good picture, and also allowing the distributor to get a fair break.

THE 25-CENT PLAN will allow a great many exhibitors to sell, and a great many of the public to see the best films.

UNLESS A PLAN on this order is accepted by the trade or unless something is done to stabilize the cross-section of our retail prices, this industry is slowly but surely going to drift down to the 10-cent and 15-cent level. Exhibitors, as well as everyone else, will suffer.



SIDNEY R. KENT

I HAVE MET a great many independent exhibitors who would like to operate on the 25-cent and 30-cent admissions, who are unable to do so because of cut-rate competition. This does not apply to chains any more than to independents, but a 10-cent policy drags down everybody. A great many people seem to forget that if this price-cutting continues, it will eventually force a collapse of first-run admission prices, and they also will be forced down

to the level of 10 cents. The subsequent exhibitor is in the long run going to be the loser and suffer as the result of this.

UNDER THE 25-CENT admission plan, the first-run exhibitor would charge a fair price. Everybody from that point on will be able to compete.

THERE IS A LOT of criticism of the exclusive idea. But no one has come forth to deny that it is anything but a sincere effort to find a way out of the 10-cent admission evil. No one, also, has come forth with any other plan to take its place.

I BELIEVE that the best way to curb the exclusive evil is to offer a better and more constructive plan that everybody can follow.

UP TO NOW I have seen no plan which, in my opinion, is as logical and as constructive as this 25-cent plan.

IF ANY ONE can suggest a better one, I am not wedded to it, and I should be very glad to receive it.

REGARDING 10- and 15-cent admissions, I am fully aware of the fact that there are a great many houses operating on that policy today, not out of necessity, but because they know it is the best way to raise havoc with the fellow ahead of them, who is trying to get 25 cents, and that is the type of wilful cut-rate competition that I seek to deal with.

THERE ARE EXHIBITORS who are trying to stay in business and not be forced down gradually to the level of 10- and 15-cent admissions.

THIS BUSINESS never can and never will be able to endure and build on the 10-cent admission scale.

That is my opinion.

**The 25-cent admission plan, according to Sidney R. Kent, would do much to abolish the 10-cent admission evil. There would be 40 to 60 pictures annually that could be shown at a minimum admission of 25 cents. There would be no exclusive selling if the plan works successfully. In this exclusive article for YOUR THEATRE, Mr. Kent gives his ideas on the plan, of which he is the creator. Read it because it will affect every theatre in the country if introduced.**





In conjunction with its 15th  
Anniversary, Emanuel-Goodwin  
Publications, Inc., will sponsor a  
WHO'S WHO IN THE LOCAL  
INDUSTRY, a permanent  
record of the leaders of this  
business in this territory.



# The Motion Picture Industry— A Service to This Country of Ours

By Louis Nizer

I SPEAK TO YOU about an industry which is most extraordinary—because it is an industry which is also an art. I speak to you about an art which is most extraordinary—because it is an art which has the popular influence of an industry.

EVERY WEEK ninety million people in America and two hundred and fifty million people in the world see motion pictures. Who can possibly estimate the effect of this upon every phase of our lives? Our language, our customs, our culture, our styles—yes—even our personalities are changed by the motion picture. How many girls have studied and acquired the mannerisms, not to speak of the hairdress, of alluring motion picture heroines? And how many men have modeled their speech, not to talk of collars and shirts, after irresistible heroes? It is officially recognized that the motion picture is the greatest salesman of American merchandise in other parts of the world. The Department of Commerce estimates that every foot of film sold abroad returns a dollar of income from other exports. And, of course, there are millions of feet of film sold in Europe. Small-town merchants and Chambers of Commerce also recognize the commercial importance of motion pictures in their communities. So complex is this art that in the making of one motion picture two hundred and seventy-six different industries, arts and professions are involved. Nitrate of silver is used on films and so much film is produced that the amount of silver used in making motion pictures is second only in bulk to the amount coined in the United States mint. Enough film is handled daily to circle the globe.

YOU SEE, we are dealing with a gigantic new force—morally, culturally and industrially. I say new because the motion picture is less than forty-five years old, and it first learned to talk less than five years ago.

NOW, FOR AN INFANT the motion picture has tremendous problems not known to any other industry. In the first place, it is made for the masses and not for special groups. For the first time in history the aristocratic banker and the coal miner seek to be entertained by the same presentation. There are even stranger combinations—the backwoodsman of Tennessee and the night club habitue of Broadway; the president of the Ladies' Temperance League and the chorus girl; the college professor and the prize-fighter; the author of political articles and a twelve-year-old infant; the housewife and the society matron—all of them seek enjoyment from the same source—and all of them pass individual and, of course, conflicting criticisms of the pictures they see. The motion picture is made for so many different stratas in life that it is impossible to please even a majority of them. I some-



LOUIS NIZER

times think it is easier to fool people than to entertain them. You can fool all of the people some of the time, but you can't entertain all of the people even some of the time.

THE RESULT is that everyone becomes a motion picture critic, each according to his or her own tastes and standards. Some say the picture is too sentimental, and others say the same picture is too material. Some criticize the picture as too realistic and others as too imaginative and unnatural. And sometimes these individuals form groups and agitate to have their views accepted and imposed upon the picture industry.

AND THEN you have the beginning of censorship. You can readily understand from this brief analysis why even censors

seldom agree. There are no absolute standards of beauty or good taste. Today there are official censors in seven states of the country. Frequently the censor of Kansas cuts out a certain scene from a picture as immoral. The censor of Ohio passes the same scene, and the censor of Pennsylvania passes both scenes, but discovers an immorality which neither of the other thought of. This shows how absurd censorship is. Can it be that seven of our states operate under seven different moral systems while the rest of us have no morals at all? It is quite true that motion pictures frequently deal with adultery, murder and deceit. But these are the fabrics in the cloth of life and the motion picture is its mirror. Eliminate these subjects and you rule out Homer, Virgil, Goethe and all of Shakespeare. Certainly we cannot reduce our artistic spheres to pure Pollyanna. No one can deny that motion pictures compare favorably with current tabloids, magazines and books. Nor that American pictures compare favorably with foreign motion pictures. In a recent quota debate in the English Parliament, Colonel Wedgwood said, "I am shocked at some films. I actually have to walk out of the theatre sometimes, but they are not American films."

THE MOTION PICTURE is entitled to the privilege of free press—and now that the picture talks, to the privilege of free speech.

THE MOTION PICTURE INDUSTRY is fully aware of the responsibilities which rest upon it. It has permitted no group, no social, religious or civic faction to inject propaganda into motion pictures. It is completely impartial. But it has done more than that. It has imposed upon itself voluntary censorship. Through the Hays organization a code has been set up for the production of motion pictures so that they will be least likely to offend any substantial group. Because of this code more than two hundred financially successful books and plays were not produced as motion pictures. During the early stages of the making of a picture, studio heads sit with

**Louis Nizer, secretary of the New York Film Board of Trade, and one of the most prominent attorneys in that city, both in matters relating to the business and general practice, delivered this article in the form of an address over Station WMCA. Nizer declares that the motion picture business is an industry which is also an art, a statement that explains a lot of things.**



**Once again, YOUR THEATRE asks theatremen to make use of the material herein presented. In addresses before various civic organizations, women's clubs, school groups, etc., this information is ever valuable. It applies to all communities and can be used in such a manner as to benefit theatres in each locality.**

representatives of the Hays organization to weigh suggestions for the treatment of certain sequences which involve code principles. Last year seven hundred and eighty-seven scripts and synopses were so submitted by the producers to the representatives of the Hays organization and more than fifteen hundred conferences were held by producers and directors with representatives of the Hays organization for this purpose. Of course, such regulation is elastic and no one claims that it results in perfection. But certainly here is an earnest and sincere effort at self-regulation. It cannot be denied that motion pictures have been improving in quality and taste. In all history censorship never has worked in the interest of free speech and the free growth of art. The public must ever constitute the only legitimate board of censorship.

AND THIS BRINGS ME to an even greater problem of the motion picture industry. I have been talking of the quality of supply. Even more important is the quality of demand. In most other industries the manufacturers need only worry about producing high-quality merchandise. But since the motion picture industry is also an art, the producer must worry not only about the quality of his supply, but also the quality of the public demand. It is a sad fact that many artistic pictures receive no box-office support from the public. It is to the credit of producers that, knowing this, they deliberately produce such pictures in the hope of raising the public standards.

FOR EXAMPLE, the producers of "Disraeli" and "Outward Bound" anticipated losses. Theatre owners had a 10 per cent cancellation clause in their contracts and most of them exercised their right of cancellation against these pictures—because the public did not support these artistic endeavors.

THE MOTION PICTURE INDUSTRY has undertaken the task of creating a larger quality demand. How?—you may ask. Well, volunteer unbiased committees have been invited not only to make suggestions, but to preview pictures and make advance appraisals to their organizations. Such committees have been appointed by the American Library Associations, Boy

**The government, states Nizer, should co-operate with this industry in a program of self-regulation. He always has been an advocate of this policy.**

Scouts of America, California Congress of Parents and Teachers, the Y. M. C. A., National Council of Jewish Women, International Federation of Catholic Alumnae and many others. More than three thousand civic groups co-operate in this work. With such support the better motion picture has a chance for its life. Otherwise it dies at the box office while those who criticize rush to the theatres showing more sensational films. It is significant that the picture "The Man Who Played God" received poor reception in New York and Los Angeles when it first opened, but was very well received throughout the country. The only explanation is that there was time for these civic groups to arouse community interest and appreciation for this picture. It is in this way that the public becomes the partner of the industry in a consultative manner. This is not only self-regulation. It is laying the foundation for higher standards of artistic appreciation.

THE MOTION PICTURE INDUSTRY is also giving impetus to the educational film. Here the opportunities for development are limitless. The American College of Surgeons obtained from France pictures showing great French masters performing four difficult operations. Since then the library of surgical films has steadily grown—and the medical student profits thereby. In other fields more than five hundred educational films have already been produced—and this does not take into account the newsreel, which is a modern geography and history combined, and from which children do not play "hooky."

INDEED, the motion picture industry has offered to the United States Government to provide historical films in a special federal building to preserve a picture record of our times. Engineers are now working on this plan.

IN ONE RESPECT, government interference has destroyed the benefits of self-regulation. The motion picture industry had set up a system of arbitration under which twenty-seven million dollars worth of claims between theatre owners and distributors were peacefully settled and only eight went to court. The government attacked this arbitration system and the court said that while this system had promoted competition and improved trade conditions—it was technically in violation of the anti-trust laws. Now instead of eight law suits we have tens of thousands—with all the waste of money and time they entail. No wonder that there is a strong movement to revise the anti-trust laws so as to permit sufficient freedom to business to work out its problems for legitimate purposes. Those who aim more straight-jacket laws at the motion picture industry are like the "medieval Comprachicos who confined infants in earthen jars and left them there to grow in the shape of the vessel, producing synthetic dwarfs." While legislators may be sincere in proposing new laws sup-

posedly to help theatre owners—these laws make it necessary for the theatre owner to turn to Washington commissions and they can't conduct their business in that way. Such laws will dwarf the exhibitor's business.

THE MOTION PICTURE INDUSTRY pays more than one hundred million dollars in taxes annually to the government. With new economic adjustment there will be increasing leisure. The obligation and opportunity for motion pictures is correspondingly increased.

THE GOVERNMENT should co-operate with the motion picture industry in its program of self-regulation. The public should stop blaming the producers for declining to make good pictures for poor audiences and then furnish good audiences for poor pictures.

THE DESTINY of the motion picture industry is high. In closing, I quote the eloquent words of Will Hays. "Never again shall time wither or age destroy anything that is exquisite or memorable. Paderewski's flashing fingers will still pounce upon keyboards and draw sweet thunder from his piano. Our children's children will watch Byrd sail for the South Pole and witness Lindbergh begin his flight into immortality. Ours is more than a business, far more than an industry; above everything else, it is a servant of happiness, of enlightenment, of culture, of human brotherhood."

## THIS TRAILER BUSINESS

(Continued from page "A")

thought. It has been suggested that an entirely incongruous idea of the feature is sometimes conveyed by the sandwiching together of unrelated scenes.

ANOTHER OBJECTION, this time made by an exhibitor, is that very often people maintain a vague remembrance of a trailer they have seen a week or two previously, and when that picture arrives at their theatre, they remain under the impression that they have seen it somewhere else, and, naturally, they stay away.

IT IS MY BELIEF that pictures are best sold through novel effects of animation, and that the scene trailer, while a necessary step in development, has outlived its usefulness, or will have done so in the near future.

LASTLY, but most important of all to the exhibitor, is the service rendered in the matter of trailers. I don't think anyone will contradict me when I say that the quality of service the exhibitor gets counts as much as the quality of trailer that he uses.

*Charles S. Goetz is eastern divisional manager of Exhibitors' Screen Service, Inc. He has spent many years in the film industry in various responsible capacities.*

*A native New Yorker, he started out in the field in 1912, his first connection being with Warner Brothers. He sold for them in the Ohio and Michigan territory. After a year's time he joined the World Film Corp., as southern division sales manager, later becoming general sales manager of the company. Some years later he came to New York, where he opened the William Fox exchange, and afterwards opened and managed the Artcraft exchange. Later he renewed his association with Warner Brothers, becoming manager of their New York exchange. In 1923 he purchased the New York franchise for Warner Brothers' productions. After a number of years Goetz formed the States Cinema Corp., of which he was the president, and began producing pictures. Several months ago he joined Exhibitors' Screen Service.*



# Morality and the Movies; Their Relation—If Any

By Eric M. Knight

Motion Picture Critic

“Philadelphia Public Ledger”

A COUPLE OF CENTURIES AGO six youngsters were about to be hanged in Tyburn Hill after brief but expressive lives of crime. When questioned by the eighteenth century equivalent of a sob sister, each child ascribed his moral downfall to the fact that he had read a book. In my own childhood, whenever our general exuberance led us to break a window, tear trouser-seats on palings, throw stones at the waterfowl or come home late for dinner, wrathful parental authority put it down as the natural result of reading “penny dreadfuls.” Today a child has only to depart from the narrow path of circumscribed shalls and shall-nots to have the more aged (and hence more moral) beings exclaim: “Those movies!”

THE MOTION PICTURE, being a healthy and growing youngster, and having one of the broadest backs existing today, takes all the malediction without a smile or a frown. But there are many who are determined that “something shall be done about it.” Clubwomen of Philadelphia are at this time forming a body to work for “good movies.” Such an aim will meet with the approval of teachers, children, critics, actors, mothers, theatremen and producers. For each one is in favor of “good movies”—but each has his own translation of the word “good.” And each one has justification for his stand. It is on “the moral basis” that movies are most vigorously attacked. And this “moral basis” again, is just a phrase which can be translated to fit the opinion of the individual. It would be well for reformers to remember that morality and immorality are ever changing. The light jest of one age is the vulgarity of the next.

BUT IF MORALITY is inconstant, art is lasting—no age nor time takes away its worth. And truth to tell, morality has little to do with art. Most arts are essentially immoral in their fine analysis. Both on screen and stage we find that comedy is almost wholly based on vulgarity. And we rate our comedy men not by their freedom from hints of immorality but by the skill with which they disguise it. Chaplin is a great comedian because he hints ever so delicately at his vulgarities; Lubitsch is a great director because he gives a gossamer approach to his ponderings on erring husbands, naughty wives, Gallic heroes and Chauceresque situations.

Although these men deal with immorality that is just as immoral as that of the more clumsy workers, we condone it because of their skill. The hackneyed: “I don’t mind a little bit of the risqué in it if it’s really funny,” may be trite, but it is a true reflection of this age. Five hundred years ago we were more honest; we took our vulgarity straight without any chaser or mixture of alleviating ingredients.



ERIC M. KNIGHT

NOT ONLY are the products of Hollywood under attack constantly, but the morals of those who live in Hollywood seem of tremendous importance to the reformers. This is another matter that should be separated from the jurisdiction of movie-regulators. To mix morality and criticism would be a dangerous matter. To condemn works of wayward ones would be as silly as advising that you read no more Wilde, Chatterton, Byron, O. Henry, or Jonson; and as for Francois Villon, I should have to say that you would profit by burning his works publicly in the market place—for Villon undoubtedly was hanged for the rascal he was.

WE ARE NOT in the habit of inquiring after the morals of the bricklayer, who built our house; we do not feel impelled to investigate the upright qualities (or lack of them) in the collier who mined out the particular ton of coal which we are about to use in the domestic furnace; the fact that the Turkish rug we use in the parlor was

made by a man who may be quite immoral from our curious point of view doesn’t impel us to refuse to walk on it; an immoral carpenter may make a table in no way inferior to that made by the upright man. And the worth of our movies as such bears no relation to the now-so-good morals of Hollywood.

THE ONLY TEST OF A MOTION-PICTURE, and the only one that will stand against any attack, is the test of its entertainment value. If women’s clubs of Philadelphia wish to form a body to regulate films they might keep this viewpoint before them and admit it honestly.

ALL DRAMA is a balance between right and wrong, good and evil, courage and cowardice, strength and weakness, honesty and dishonesty. The climax of a drama is the point where the right, good, courage, strength and honesty triumph over the wrong evil, cowardice, weakness, and dishonesty. And if we are not allowed to depict villainy in any form, as some reformers wish, then what is there for virtue to triumph over? It is fairly sure that as long as drama exists, on the screen or off, we’re going to have some form of villainy depicted. The question is, exactly what effect does this have on the impressionable mind.

PERSONALLY, I believe the screen is responsible for no great amount of evil-doing. In fact, I might say that it’s total sum of bad effects are in the minus quality. For if the impressionable mind is affected by occasional gun-heroes and cowboy swashbucklers doing stern deeds; how much more the young idea must be influenced by the eternal goodness of our screen heroes, which is only equalled in its regularity by the unassailable (and almost monotonous) purity of our heroines.

(Continued on page “H”)

**The only test of a motion picture, and the only one that will stand any attack, is the test of its entertainment value, says critic Knight, in his writings in the “Public Ledger,” Philadelphia daily. If women’s clubs of any city wish to form a body to regulate films, they might keep this viewpoint before them and admit it honestly, he declared. The trouble is, he states, that everyone interested in good movies has his own definition of “good”!**



# PEN SKETCH OF HARRY M. WARNER

BY  
LOUIS NIZER

**A SHREWD**, owlsh, quizzical face whose good nature expresses a condescension toward life. From the thin hair whose silkiness is the remnant of a once proud shock to the extremely cleft chin—good humor is written across the features. It is not unsophisticated kindness. It is the tolerant friendliness which only the bitterest struggle through life can leave.

**SHAGGY, THICK EYEBROWS.** Vivid eyes dimmed by tired eyelids. A long upper lip with a deep ravine in the center which ends over expressive, farcical thick lips. Profound lines from nose to lips surround the ends of the mischievous mouth like brackets. High pointed ears. Defiant nostrils. A chin whose tremendous strength survives a neat cleft below the lip. Humor plus wise deliberateness combine to give the face a striking solidity.

**BORN IN RUSSIA** 50 years ago. Opportunity brought him to this land at age of 6. Settled in Baltimore. The speed craze of 1900 gave vent to the popularity of the bicycle. He opened a bicycle shop in Youngstown, Ohio. Attracted by the additional wheels offered by the new invention of motion pictures, he led his brothers in their first theatre venture at New Castle, Pa., in 1903. Ambition crowding on foresight resulted in their opening a film exchange at Pittsburgh and subsequently buying feature pictures to be sold under the title "Warner Features." First to convince bank that prints were good security for loans.

**EXPLORER AT HEART.** Easy prey for new ideas. Resulted in his seizure upon Vitaphone possibilities and persistence in clinging to invention which all experts claimed impracticable. His single hope pitted against an industry triumphed. The motion picture industry surrendered to talking pictures and thus created perpetual monument to its gullible explorer. He is the mental power house radiating plan and policy to an international venture.

**YOUR THEATRE** re-sumes its Pen Sketches as portrayed by Louis Nizer, with many thanks to the "Motion Picture Club Bulletin," in which the sketches were originally published. Others will be offered later.



HARRY M. WARNER

**LOVER OF MUSIC.** Has expressed his devotion to opera by attendance at Metropolitan, from balcony to box. Has avid interest in biographies of famous men.

**CHARITABLE TO A FAULT.** Most of his kindnesses are unknown and depend for their inspiration upon an inner urge—not public acknowledgment. Patron of Hebrew Orphan Asylum.

**GRAY AND BLUE** predominate his dress. Wears cane.

**WHENEVER ADVERSITY** is in the ascendant he destroys hysteria by his own imperturbable calm. In business conferences his geniality blows rancor out of the window. An inoffensive sense of humor finds profound support in Talmudic proverbs which he continuously quotes. In the heat of discussion he introduces a light irrelevance by interrupting with, "Are you finished? Shah—now let me tell *you* something."

**INQUISITIVELY THOROUGH**—his persuasive powers result from complete knowledge of his subject.

**EATS LIGHTLY**—chiefly cereals. Used to be heavy smoker—but abstains completely now. Does not drink. He has golf ambitions and 15 sets of golf clubs. Hopes to lower 80's into 70's. Frequently says that he contemplated retiring from business to improve his golf. Personal friend to Bobby Jones. Good swimmer. Enjoys proficiency in his own pool. Enjoys fishing. Never goes horseback riding after having been thrown and sustained broken

(Continued on next page)

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**HARRY M. WARNER***(Continued from page "G")*

leg. Drives cart to business every morning himself for relaxation.

**HAS 22-ACRE ESTATE** in Mount Vernon which includes bowling alley, pool table, duck lake, projection room and complete farm on which he breeds prize chickens. Takes with him every day newly laid eggs and buttermilk. Has kitchen in office where eggs are cooked for lunch. Early riser. Receives body massages every other day at 7.30 A. M.

**HIS DEVOTION** and love for his wife, Ray, and daughters, Doris, Betty and Lita, achieve religious fervor. For them he lives. Death, one year and a half ago of brilliant and lovable son, Lewis, stunned him into hopelessness. A sense of futility seized him despite achievements of half a century. Built memorial auditorium at Worcester and became himself a living memorial to his son's memory.

**TIRELESS WORKER.** Extends office hours regularly by night labor in his study. Possesses the highest form of determination—that which expresses itself through concentration.

**A PIONEER** who did not succumb to the development of a new industry because he set the pace for the revolutionizing process.

**LOVED BY HIS EMPLOYEES** and associates. Respected by his competitors as a brilliant executive. Admired by all for the goodness which overflows into many charitable channels.

**HISTORY** will preserve for him a special niche as the godfather of the talking screen.

**MORALITY***(Continued from page "F")*

**TRUTH TO TELL**, there are few movies these days of Hays regulation that will hurt the young mind. True, some of them speak of those modern equivalents of the Boston Indians who manhandled the tea—the bootleggers. There are those who argue that it is bad for the young to see this modern age depicted truthfully. But then, too, there were those not long ago who felt it would ruin the nation if adolescents were allowed to doubt the biological exactitude of the stork theory. We have progressed a step beyond that today.

**IN SPITE OF ALL** the yellow-back stories of road agents, highwaymen, and other swashbucklers that I read in my youth, I have never been impelled to ride a black mare over a heath and yell "Stand and Deliver!" or its modern equivalent. However, I do not doubt that many crimes were blamed on those same paper-backs before the era of movies; for it was a handy excuse.

**IF THE MOVIES** are responsible so directly for juvenile crime, what caused juvenile crime before there were movies? For we did have wayward youth before Mary Pickford ever saw a hair-curler. The answer is that each age picks out a handy excuse. There are born each year those who, because of heredity and lax home influence, are easily convertible into criminals. And if there were no movies to blame their delinquency on, there would be some other excuse. My generation had the penny

dreadfuls, while the youngsters on Tyburn had the books. You can carry the matter back as far through the ages as you wish and you'll always find the offender reaching for a handy excuse. And when you get right back to the beginning, where Adam took the apple, you'll find him doing it, too. There was nothing else on earth on which to blame his delinquency except the woman. That was an out. "The woman," he said, "she tempted me."

**I ALMOST FEEL** that if they had been invented on the seventh day of the creation, Adam would have blamed the movies instead.

**Knight, incidentally, is of the opinion that few movies of these days of Hays regulation will hurt the young mind. And there you have it, regardless, even, of bootleggers.**

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Heard In

# ALBANY

Abe Dwore Breaks Ground For House

By Bill

RALPH PIELOW and Mrs. Pielow, famous for their hospitality, entertained Nate Sauber, Universal exchange manager, and Mrs. Sauber (and the nine-month-old Sauber heir, Lucille) and your correspondent at the Pielow home at dinner Thanksgiving Day. . . . Albert McKeenan, formerly operator, Pawling Theatre, will open the Star Theatre, Dover Plains, about the first of the year. . . . Salesmen along Film Row report plenty of snow and ice in the Adirondack country now. . . . Len Garvey, RKO-Pathé salesman, ran into below zero weather in mid-November at Gouverneur. . . . Pat Quinlan, veteran exhibitor at Chateaugay, has been ill. . . . Joseph Sternberg is now operating the Boonville Theatre, formerly operated by Sobel and Sternberg. . . . Elite Theatre, Theresa, which has been closed for three years, has just been wired for sound and will be opened by D. E. Eggleston. . . . Sue Weller Lewis has closed the Weller Theatre, Alexandria Bay, until Spring.

MR. AND MRS. LOU FISHER, formerly operating in Fort Edward, but out of the business for some time, will reopen the Ritz Theatre, Kingston, soon. . . . J. Robert Yates ("Bob" Yates to you if you know him) and formerly associated with his mother-in-law, Mrs. Carpenter, at the Lake Theatre, Lake George, is now an advance man for tabloid musical revues. . . . Mr. and Mrs. Yates, who used to be in vaudeville, took part in the revue during the Glens Falls engagement.

ABE DWORE, Schenectady exhibitor, will soon break ground for a theatre on Mount Pleasant Hill, Schenectady. . . . Will mean competition for Morris Silverman, who also has a theatre on Mt. Pleasant and who was once a partner of Dwore. . . . Capitol Theatre, Albany, owned by W. W. Farley, Farash Corporation of Schenectady, and playing Empire burlesque and legitimate shows, will close for the month of December. . . . It is reported Farley will have the theatre wired.

**OPTIMISTIC NOTE.** Among the recent reopenings are the Strand, Port Leyden, by Arthur Gordon, former State trooper, after a three-year closing; the Opera House, Clinton, by Dolph and Gregor, after a two-year closing, and the theatre at Dover Plains. . . . C. H. Buckley's Harmanus Blecker Hall will change its schedule so as to open a new picture on Sunday, Christmas Day. . . . Its booking for the opening, Friday, Dec. 16, will run through Dec. 24, and Wallace Beery in "Flesh" will open Christmas Day and run through to the 5th of January. . . . Mrs. Ralph Pielow surprised her husband, manager of the MGM exchange, with a birthday party, Sunday, Dec. 4, Ralph's birthday being Dec. 5, a Monday, when he had to be on the job. . . . Several film men were tipped off by Mrs. Pielow to drop in and wish Ralph many happy returns of the day.

**LOOKED LIKE** A convention of Albany exchange managers one day recently in Utica. . . . Only one missing was Clayton Eastman, Paramount exchange manager. . . . "The automobile insurance companies don't make any money on Lester Rosenfeld, my salesman," says "Daisy" Halligan, RKO exchange manager. . . . "Lester while on tour

## "Silver Dollar" Promises Big Business



Edward G. Robinson and Bebe Daniels head a big cast in the Warner spectacle of the silver dollars, soon here.

Heard In

# PATERSON

News Tie-up and Colonial Soon

By Jim

RIDGEWOOD "NEWS" has arranged a tie-up with the New Warner Theatre to give away two pairs of guest tickets good for any evening performance within a week. . . . Names taken from directory of phone book. . . . Paterson "Evening News" doing the same thing with the Warner-Fabian interests in Paterson. . . . Ridgewood has organized the Better Films Council. . . . It is planned to co-operate between movie officials and parent-teachers' organizations for the ultimate

has so many accidents to his car that the insurance people are always paying him money". . . . The last accident happened a week ago. . . . Vic Burns, Casino, Watervliet, went to Philadelphia to attend the funeral of his father. . . . Film salesmen have been recent guests of Pete Gordon, Photoplay, Keesville, for venison dinners.

protection of young people. . . . Frank Costa, manager of the Warner, pledges his cordial co-operation.

**A NUMBER OF HIGH SCHOOL STUDENTS** were interviewed by an enterprising reporter and all stated that moving pictures have a pronounced effect. . . . Contract for erection of the new Colonial Theatre, Pompton Lakes, recently burned to the ground, will be let in a short time, according to Richard Edelson, manager of the Butler and Colonial. . . . It is hoped to have it running within four months. Free bus service for all patrons of the Butler from Pompton Lakes, Midvale, Haskell, Riverdale and Bloomingdale will be operated every night and for holiday and Saturday matinees. . . . If the idea is successful it will continue in force when the new Colonial is in operation.

"TOM BROWN OF CULVER" was presented by the Parent-teachers' Association of Oakland, N. J. . . . George Stevens was at the machine. . . . Mrs. Rita McGoldrick, International Federation of Catholic Alumnae, at a meeting of the Applied Education Department of the Ridgewood Woman's Club, spoke on the movement to make Friday nights Family night.

## Warners Present "Haunted Gold"



And leave it to our hero, John Wayne, to score in the Warner western of that name.



## Heard In

## CROSSTOWN

Some More Resignations—  
Sherman's Radio

ADD RESIGNATIONS: Jimmy Grainger from Fox, Milton Feld and Dave Chatkin from Paramount, Glenn Griswold from Fox to Paramount, D. A. Doran from Paramount. . . . "Rasputin and the Empress" opens Xmas Day at the Astor. . . . Other two a day shows include "A Farewell to Arms" at the Criterion. . . . "Sign of the Cross" at the Rialto. . . . "Kid from Spain" at the Palace. . . . "Maedchen in Uniform" at the 44th Street.

RKO EMPLOYEES will hold a dance, December 17, at the 58th Street building, proceeds of which will be given to buy Xmas dinners for needy actors. . . . Russell Moon is now with Fox. . . . Loew's earned \$4.80 a share. . . . Boost the "Film Daily" relief fund. . . . "Trailing the Killer," from World Wide, opened at the Gaiety to good notices. . . . Shop early and mail early. . . . The Cosmopolitan Theatre has reopened.

GEORGE DUNN is managing the RKO Colonial. . . . Replacing Harvey Watkins. . . . Milt Sigmund is assistant at the 81st Street Theatre. . . . Monty MacLevy is now handling the Lewis-Cohen houses on Long Island, including the St. Albans, Garden (Springfield), State (Ozone Park). . . . Cecil Maberry and Alex Moss are two of the reasons why the Hip is clicking under its new policy.

"NIGHT MAYOR" didn't do so badly here even if it was held up a spell. . . . When "Kid From Spain" leaves, the Palace may go back to the variety form of entertainment. . . . Mail early. . . . Herbert Vreeland Fecke took unto himself one Helen Marjorie Rowland for wife, November 23. . . . They are at home now. . . . The groom has something to do with the "Motion Picture Herald," a trade publication. . . . Bob McGregor is now assistant manager of the Park Plaza. . . . The stagehands can picket, the Court of Appeals has decided. . . . So the State, Sumner and Kismet are affected. . . . Local 4, stagehands' union, is interested. . . . Monogram is now undergoing the throes of one of those million dollar drives.

JOHN C. FLINN, who is in charge of exploitation of the road tours of Cecil B. DeMille's production for Paramount, "The Sign of the Cross," has arranged for J. J. McCarthy to manage the road companies and book the engagements into legitimate theatres.

HIPPODROME, which is nearing some sort of success with its present policy, was scheduled to go under the hammer December 6. . . . And it sold for \$100,000. . . . Prudential is building another house in Smithtown. . . . Highland Theatre, Highland, is now under Joseph Mead's direction with a three-day policy. . . . Jack Rosenfeld, who had houses in Hastings and Rosebank, now has the Nostrand, Nostrand Avenue. . . . Will Herman is managing. . . . Moe Goldman, who has had a hand in Jewish production, is a partner in the Circle Theatre. . . . Adonis Theatre Company, Inc., has the Paragon, Brooklyn. . . . Cameo, Ossining, Cameo Theatre, Inc., will be handled by I. Fagin and Will Rosenblum, an old-timer. . . . They have the Cameo, New Rochelle. . . . House will seat 450 and will be ready in four weeks.

## Universal's "Mummy" Is Being Awaited



Certainly "The Mummy" and "Laughter in Hell" are two Universal shows that should be around.

UNLESS THERE IS a last minute switch, the present Roxy will have to get a new title. . . . A special master handed in a report favorable to the new RKO-Radio Roxy this past week. . . . With Harry Kosch protesting against such a decision. . . . There is another 15-25 vaude-picture house, the Liberty, 42nd Street. . . . The Hollywood reopens December 24 when the Winter Garden is dropped by Warners December 17.

AL SHERMAN, the mad movie editor, is now going on the air daily, sponsored, it is believed, by a perfume company. . . . Of all the applicants, he carried perfume the best. . . . Whoops, my dear.

GEORGE MICHAELS has the Victoria, Elmhurst. . . . George Pelter has the New Royal, Bronx. . . . A change of stockholders has been effected. . . . Capitol, Paterson, N. J., is also involved in a change. . . . Herman Abel is managing the St. George, Linden, N. J., which is owned by Bertha Abel and Hannah Rabinowitz.

SAGAL AMUSEMENT COMPANY, INC., has the Liberty, Bernardsville, N. J. . . . Operator formerly had a house in Jersey City. . . . Ironbound, Newark, is in new hands. . . . Frank Gersten. . . . Scallo will have the Court, Brooklyn, closed for several years, open before January has vanished. . . .

## That \$200,000 Suit

Insiders expect that the \$200,000 litigation of Local 306 and subsidiaries against the distributors will go the way of all flesh.

Postponements have already been the order of affairs, and with a new policy for 306, the suit may not be pushed.

Meanwhile, Empire Union continues on its merry way, but the boys are betting that some conferences may also become the order of the day with Empire and 306 dropping the hostile policy now in effect.

## Supplementary List Soon

A supplementary list will be issued by the Film Board early in 1933.

Theatres which have changed during the past season will be shown.

St. James, St. James, L. I., is being operated by Kost and Hopkins. . . . S. Carno heads the corporation which has the Lewis, Newark. . . . C and C Amusement Company is corporate name.

## Columbia's "Man Against Woman"



Jack Holt, Lillian Miles and others may be seen in Columbia's "Man Against Woman."



**Clarkson, 30; Papayanakos, 0**

Students at Clarkson Tech and the State Normal College at Potsdam, have been trying to force Harry Papayanakos, Rialto Theatre manager, to reduce his price from 40 cents top to 25 cents. College boys have picketed the theatre and have tried to establish a boycott. They finally got Papayanakos down to 30 cents top.

**Heard In****NEWBURGH**

Y. M. C. A. Movies Cheered by Managers

YOUNG MEN'S CHRISTIAN ASSOCIATION of Newburgh has resumed the screening of motion pictures for families of unemployed men, after a recess from last winter. . . . Theatre managers are sympathetic with the movement. . . . They point out that the "Y" shows keep persons in straitened circumstances in a mood for pictures. . . . Strand, Newburgh, Harry Friedman, manager, claims "the greatest show value between New York City and Buffalo." . . . Presenting second and third runs, frequently double, the house admits for 15 cents except on Saturdays and holidays.

MERCHANTS in NYACK are protesting village policy of enforcing parking laws against cars which bring persons from towns throughout Rockland County to shows in the Rockland Theatre. . . . Tags are placed on machines and fines of \$1 to \$3 collected. . . . "Apparently it is not appreciated that the visit of strangers is of material benefit to merchants, who pay taxes and have heavy overhead," the "Nyack Journal" comments. . . . Playhouse, Hudson, distributed turkeys, ducks, chickens and geese to patrons for Thanksgiving. . . . Had crowded houses. . . . Academy (Publix), Newburgh, Samuel Chernow, manager, is adding stage presentations to two night shows.

ROYAL THEATRE, opened in Port Jervis in opposition to two chain houses, began with a flourish. . . . Members of the city police force and a firemen's band headed the parade. . . . Alderman James Tierney, representing Mayor Phillips, made an address in the theatre. . . . First shows were followed by a dinner for 200 guests. . . . Officers of the theatre company are: President, Alfred DeNapoli; vice-president, Joseph Rago; treasurer, Frank Somarelli; secretary, Anthony Rici. . . . House is managed by George Seed. . . . Car of Mrs. Grace Elina, an actress of New York, hurrying from Penns Grove, N. J., to Poughkeepsie to fill an engagement in the State, struck and killed a boy of 7 near Trenton.

AARON MATTHIAS, assistant manager, Academy (Publix), Newburgh, with which he has been connected 16 years, was honored by the staff and given a remembrance on his birthday. . . . Managers of the Broadway, Academy and Park Theatres, Newburgh, will give free use of their houses December 17 morning for the Christmas relief. . . . Cancelling a regular engagement, Walter Reade, Reade Theatres, Inc., turned over the Broadway Theatre, Kingston, December 9, without charge to the Mothers' Association of St. Ursula, for a stage presentation specially for children.

**And They Say the Exchanges Are Tough**

Maybe the exchanges do seem to be tough, but when an inde combats an inde the case is often tougher.

There are plenty of examples in the local territory where an independent, in competition with an independent, makes the going harder than any exchange could ever think of. In particular, one inde who is rapidly building a strong chain is beginning to acquire the methods of an octopus.

It is really a pity that some of the indes don't learn to use the golden rule. Instead of squawking their heads off about the distributors, why don't they clean up their own back yard?

**Bath Ban Blasted**

With Sunday movies given considerable freedom in most up-state villages at present, 8 P. M. opening in Bath is cause of a new flareup of trouble. Several ministers called on Manager Harold Lee, of the Bath Theatre, and insisted he delay opening until 8:30, or until church services were over.

Manager Lee declined and the churchmen left the conference vowing they would put the works on the mayor and village board in an effort to enforce their will.

**Heard In****ELIZABETH**

Changing the Boys Around Again

EDDIE BATTIN, Newark Warner offices, has been named to the district office in Elizabeth. . . . Liberty, Elizabeth, has reduced evening admission fees. . . . Theatre, under management of Al Unger, has issued script books. . . . Howard Richardson, Plainfield stagehand, has minimized his visits to Roselle. . . . Jimmy Shearer will soon take his radio revue to the Cranford Theatre.

HAROLD MIDGELEY named assistant manager of the Ritz, Elizabeth. . . . Joe Freeman, formerly East Liberty, Pa., is the new manager Regent, Elizabeth. . . . Richard A. Reilly, in charge of the Union Township theatre, is recovering from a three weeks' illness. . . . Monte Ingram transferred from the Union Theatre to the movie house in Millburn, succeeding Louis Gilbert, Warner house, McKeesport, Pa.

GEORGE KELLY, manager Oritani, Hackensack, has been offered the position of superintendent of Union County operations by the Paramount Publix theatres, Plainfield. . . . Vaudeville's future in Elizabeth may not be a long one. . . . Pictures are favored.

OXFORD, PLAINFIELD, gives radio broadcasts from the stage every Saturday night. . . . John Bechtle, electrician, leads the Ritz pool tournament. . . . Edward Hinty, electrician, Liberty, will spend the holidays in Chicago. . . . Herbert Hosworth, one of the original screen stars, was a recent visitor in Elizabeth. . . . Sympathy to George Morganroth, manager of Mosque, Newark. . . . Robbed of \$500.

**Robbins Opens, Closes**

Nate Robbins, who opened the State Theatre, Albany, in November for stage revues and pictures, closed it after three weeks. He may reopen it in a few weeks.

**Not Guilty, Garvey**

Len Garvey, RKO-Pathe salesman, does not know what the State of New York would say if it knew he had killed a pheasant out of season. The pheasant season is very brief and, a few nights after it had closed, Len was motoring back to Albany from a sales talk with an exhibitor, when a pheasant hit one of his headlights with enough force to break the glass.

**Department of Justice Investigating Territory****This District Included in National Scope**

A representative of the Department of Justice has been getting the lowdown on protection, zoning and buying here.

No specific request was made by any exhibitor, it is believed, but the investigation is part of a national survey being made by the department.

It is certain that in other sections, also, Department of Justice men are securing information.

What the material will be used for is uncertain, but it is believed that the results of the national investigation will be used for a specific purpose.

**Albany Vaude Dropped**

After a year and two months of combination vaudeville and pictures, RKO Palace Theatre, Albany, has dropped its vaudeville and gone to a straight picture grind policy. Vaudeville is figured as too costly for its 35 and 60 cent tariff, and, with an orchestra and stage crew dropped and a scale of 25 and 40 cents, it is expected the theatre will show more satisfying nets week by week.

RKO Grand Theatre, which operates as a second-run double feature house across the street from RKO Palace, will be closed for the two weeks before Christmas.

**Phelps Open**

Phelps, Phelps, formerly called the Garlock, reopened by the Merchants' Co-operative Theatres, an organization to aid film houses in the smaller villages. Phelps will show sound films four days a week.



### Why, O Why?

Skouras has two houses in Ossining, one which is the Parthenon, closed.

A new theatre is being built in the city, the Cameo, 450 seater, despite the fact that there wasn't enough business for two houses to keep open.

And when the new house opens no one will offer any reasons why business may not be all it was supposed to be when the plans were on paper. Why, O why?

## New Set-up Looms in Operators Local 306

### Kaplan Removed as Head of Union Body

A new officers line-up looms in the direction of Local 306, I. A. T. S. E.

Elections are scheduled this week.

Pending the election, Harland Holmden, seventh vice-president and business manager of Local 160, Cleveland, is handling the executive position.

Sam Kaplan and twenty other officers of Local 306 were summarily removed from office last week on vote of the executive board of the International Alliance of Theatrical Stage Employees and Motion Picture Operators of the United States and Canada.

When President William C. Elliott arrives in town, a meeting of the membership of Local 306 will be called for the selection of new officers.

Meanwhile, John P. Nick, with Fred G. Dempsey, general secretary-treasurer, and Harland Holden, second vice-president of I. A. T. S. E., have taken over control of the local's affairs. Questioned concerning the continuation of picketing by 306 members of theatres employing members of the rival Empire State Motion Picture Machine Operators' Union, Nick said everything will stay status quo until after the local members meet and reorganize.

In Supreme Court, the plaintiffs in the action against Kaplan, seeking his removal and an accounting of the funds of Local 306, finished presentation of their case in the forenoon, despite the fact that Kaplan was actually out of office.

Kaplan, operators' union, declared that he will sue for reinstatement, contending that he had never been notified of the charges made against him nor given an opportunity to reply to them.

Settlement in the suit of four members against Kaplan has been reached, with all agreeing that Justice McCook is to act as arbitrator and determine whatever money damages should be paid the plaintiffs, if any.

The decision of the judge is to be final, he said, and 25 per cent of the damages announced must be paid within a week. The balance will be paid in installments of 25 per cent each, he announced. The amount of damages asked by the plaintiffs aggregates \$20,000.

## Prudential Expanding Rapidly in Long Island

Joe Seider's Prudential chain is rapidly including all spots on Long Island. Smithtown will be the next to get a theatre. It already has an independent house.

In other spots, where the chain does not operate the houses it has booking and buying arrangements with independents.

Some predict that eventually Seider will control the entire Island from the outskirts of New York City onward. As it is, there never is enough product for an inde and a Prudential house in the same town.

And what can one do about it?

## RCA Victor Announces 16 MM. Film Library

### Host of Subjects Available for Booking Now

An important step toward the further development of the non-theatrical sound motion picture field, has been made with the announcement of the creation of an extensive 16 millimeter sound-on-film library by the RCA Victor Company.

The Camden recording laboratories are

now actively engaged in building up a considerable catalogue of different subjects.

The creation of the new Camden library together with the potential output by Burton Holmes form an extensive and important library of 7,000,000 feet of negative, is expected to provide an important incentive to schools, churches, clubs and lodges, as well as homes, to provide themselves with the equipment for utilizing the wealth of material available to them.

The new RCA Victor library films, which will run approximately 400 feet of film to the reel and provide eleven minutes of playing time, are to be sold direct to a selected group of preferred dealers in the various cities. These dealers, in turn, will set up and maintain their own libraries for the purpose of either renting or selling the films in their localities.

The details of the findings are to be undertaken by Justice McCook, and it is agreed that he be "left entirely to himself" during the deliberations.

If the differences are not settled by December 15, he declared, the case will be reopened and proceed from the point it had reached at the time of the agreement reached recently.

Prior to the ousting of Kaplan, testimony had been given that opponents of Kaplan within the union had been intimidated and punished both by physical violence and deprivation of their jobs.

Witnesses had testified further that Kaplan employed no union men in his Brooklyn

plant, the Kaplan Manufacturing and Supply Company, and that a New York circuit of thirty-five theatres, which had never employed union men, was protected from labor troubles until it ceased purchasing projection equipment from Kaplan's firm.

John W. Springer, head of the Springer-Cocalis Circuit of thirty-five Greater New York theatres, seating from 600 to 2,000 persons each, said that although he had never employed union projectors, he had no labor troubles while he was buying supplies from the Kaplan Manufacturing and Supply Company. After he discontinued in the summer of 1931, however, "an intensive campaign of picketing" was started against his theatres, he charged.

## Giving Credit Where Credit Is Due!

Dropping of the shorts clause in the new standard exhibition contract resulted from what started to be an intimate dinner party attended also by R. H. Cochrane and others, at which I was a guest.

Discussing the contract informally, Mr. Cochrane stated that Universal objected to the proposals allowing the distributor to offer no more than three reels for each feature to the exhibitor because the Trade Practice Conference had banned the practice entirely. U. felt itself committed to go along with the majority, if necessary, but objected to any kind of a practice that might lead to recognition of an unfair trade practice.

When I asked Mr. Cochrane if that represented the stand of his company, he answered in the affirmative. In other words, U. was ready to take a chance on losing a lot of revenue because it wished to stick to clean and sincere principles.

As a result this attitude was communicated to M. A. Lightman and other exhibitor leaders. Eventually the shorts clause was dropped. No shorts, therefore, can be tied in with features, as the result of the Universal stand; if, and when, the new contract and proposals are ratified.

Universals surely must be credited.

Sidney Kent has been an outstanding figure in the deliberations for his fairness and sincerity. R. H. Cochrane, for Universal, deserves credit. An abominable practice has been eliminated, to the best interests of the industry. Exhibitors should remember these facts, when doing business, even though some of the other producers also co-operated splendidly. But it takes guts and common sense for leadership. The industry should be proud of R. H. Cochrane, and I believe it is.

JAY EMANUEL.



## Erpi, W. E. File Briefs in Wilmington Argument

### Claim Preliminary Injunction Should Not Be Awarded

ERPI, Western Electric and A. & T. T. have filed briefs in the United States District Court, Wilmington, on the motion for injunction in the suit brought against them by Stanley Company of America, Inc., General Talking Pictures Corporation and the Duovac Radio Corporation, asking that the petition for an injunction against the enforcement of the agreements on sound reproducing equipment be dismissed.

The four points which are cited, with qualification, are as follows:

"A preliminary injunction should not be awarded on ex parte affidavits except in a clear case. If there be any doubt as to the right to a preliminary injunction it should be refused."

Point 2 states that:

"It is not made to appear by the complaint or moving affidavits that any irreparable injury to plaintiff will occur before final hearing. Therefore, the preliminary injunction prayed for should not be issued."

Point 3:

"The balance of convenience of hardship is factor of controlling importance in determining whether a preliminary injunction should issue. In the case at bar this balance weighs heavily in favor of the defendants. The preliminary injunction should therefore be denied."

Point 4:

"The motion for a preliminary injunction should be denied because of plaintiff's long delay in bringing the suit."

In the briefs filed by the defendants in the motion for the preliminary injunction sought by Duovac Radio and General Talking Pictures Corporation, the defendants say that Duovac and General fail to present facts in the application for the preliminary injunction and that the conclusions of M. A. Schlesinger, of General Talking Pictures, are not supported by the presentation of any facts from which the court can properly draw conclusions.

Enlarging upon Point No. 4, it was cited that of the 47 leases listed in Schedule A, annexed to the Bill of Complaint, covering installations in plaintiff's theatres of the defendant's reproducing equipments, only five were made subsequent to the year of 1928, namely, Queen, Wilmington, Del., and the Victoria, State, Circle and Forum Theatres, Philadelphia. It was contended that installations in all of these 47 theatres were made shortly after the respective leases were made. It was contended that the restraint thus sought was for provisions of leases in force several years.

### N. T. S. C. Active

National Theatre Supply Company, Buffalo branch, report the following equipment sales for the week ending November 26:

A three unit Gold Seal ticket register to the Arnett Theatre, Rochester.

Two Simplex mechanisms with rear shutter attachments, to the new Plaza Theatre, Corning.

A new Walker silver sheet sound screen to the Ritz Theatre, Binghamton.

## Columbia Offers a Trio of Features



Willie Collier, Jr., Joan Marsh, in "Speed Demon"; and scenes from "Deception" and "Virtue" are presented.

## Universal Gives Its Angle on the Contract

Referring to the contract and proposals submitted by the exhibitor bodies in the main, Universal is glad to approve them. But they contain certain provisions which, while they may be satisfactory to others, are not good for Universal and therefore not fair.

The principal one is the so-called National Appeals Board. As proposed, it would be made up of six exhibitors and two distributors. If the Board were a fifty-fifty thing, Universal could accept it; but we can hardly see our way clear to accept as final the decisions of a Board made up of six to two. We believe this can be adjusted without much difficulty. We think the compromise on the matter of legalizing the forcing of three reels of shorts with each feature picture is a trouble-breeder and nothing else. The forcing of shorts was declared an unfair trade practice at the Federal Trade Practice conference of 1927, which was presided over by Mr. Myers. It is still an unfair practice. It is utterly indefensible.

It looks to us as though this part of the exhibitors' proposals is intended as a sop to distributors. It is a compromise on the one point which should have been handled firmly and fearlessly, because it is the point which probably has caused more friction in the buying and selling of pictures than any other. It will continue to create trouble, especially if it is given the stamp of approval by exhibitors and distributors in the form of a contract. Universal and two or three other distributors have a problem that is somewhat different from that of distributors who own or control theatre chains. This fact must be recognized in the working out of any contract, whether it destroys uniformity or not. We have made suggestions along these lines to representatives of the two exhibitor bodies and we have also suggested that a committee be appointed by them to confer with us on working out a mutually satisfactory deal. It is our intention upon our arriving at a satisfactory conclusion, to offer the contract to exhibitors irrespective of the action of any other distributor.

R. H. COCHRANE,  
Vice-President, Universal Pictures Corporation.

## "Central Park" Has the Usual Trimmings



Wally Ford and Joan Blondell may be seen in "Central Park," starting a new cycle for Warners.



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## N. S. S. Xmas Trailer

Two distinct styles of Christmas and New Year's trailers have been created by National Screen Service and are now ready for distribution—a short and a long version.

Practically every exhibitor in the country extends season's greetings from the screen and they will undoubtedly be interested to know that these trailers are not only up to the standard of excellency which National Screen Service maintains, but they are very novel and distinctive, combining symbolic living characters with effective animation and specially recorded music composed for these particular subjects.

Vaudeville entertainers recently appearing at the Olympic, Utica, did their stuff before the Kirotext Club at one of its luncheon meetings. Morris Shulman, manager, was a guest.

## Clothes in Saranac

Clothes—lots of them, old ones wrapped up in newspaper and paper bags, and some not wrapped at all, made a pile several feet high in the lobby of the Pontiac Theatre, Saranac Lake, New York, on a recent Saturday morning.

They were the admissions for the special morning matinee given as a benefit for local societies co-operating at the Red Cross room in providing warm garments for the needy.

The material was trucked to the local Red Cross headquarters immediately, for distribution.

Utica, Utica, and Rialto, Little Falls, gave free admission prior to Thanksgiving to all those who brought canned goods or other food.

## Colonial Inducements

Colonial, Utica, offers inducements. For instance, a recent ad announced "turkeys to the winners" and right under that promotion plan was an offer of "Tuesday, dresser-ware."

Members of two football teams at Dolgeville were recent guests of Manager Davis, Strand Theatre. The boys went on the stage.

## Free Shows Increase

Because of the Christmas rush, pleas for free shows at the Film Board of Trade have increased.

The situation is getting serious, inasmuch as many of the institutions have no sound equipment. Many of the free shows are benefits in theatres.

## World Wide Has Two to the Front



"Breach of Promise," with Mae Clarke and Chester Morris, and "Hypnotized," with Ernest Torrence, Moran and Mack and others are nearing.

## Heard In

# HUDSON COUNTY

Furman At Hub—Zeltner Shows Him

By Ike

J. C. FURMAN, former Warner and Paramount films publicity man, is the new p. a. at Loew's. . . . He started his new work November 28, with Irwin Zeltner, N. Y. office, formerly of the Stem, showing him around. . . . Al Lippe, whom Furman replaced, has been transferred to Loew's in Newark. . . . Edward Lynch has been appointed captain of the Stanley service staff. . . . Night Superintendent Jack Mozart and

his crew assist in erecting the Stanley lobby display each Thursday night. . . . Bob Deitch and his brother, Lee, recently took in a Broadway musical show.

PASTIME, Union City, was damaged November 30 by an incendiary fire. . . . Police attributed the blaze to labor strife between the union projectionists and the inde theatre owners of North Hudson. . . . James Bell, assistant cashier, State, married, November 30, to Miss Josephine Condon, Brooklyn.

STANLEY CASHIERS have received new blue jackets to wear in the box office. . . . A group of Stanley employes, led by Mickey Kippel, attended the Warner Club dance in Montclair. . . . Stanley porter confesses his complete name is Robert Leevarro Washington Matthews. . . . Vincent Eagan is studying law in his spare time.

## Some Frank Words About "Goona-Goon"

The exploitation standout of the season, everyone will agree, is "Goona-Goon," now being distributed by First Division. Not only has the show broken records but it has destroyed a lot of traditions about the business. Regardless of conditions, regardless of everything, "Goona-Goon" has done a marvelous business and that's the real truth.

Not that the show was a natural from the first moment. It wasn't. But it is a showman's picture that must be sold with twenty-four sheets, three sheets, one sheet, window cards, samples of love powder, heralds, throwaways and an attention-getting campaign that can't miss.

Without the campaign, any house would be handicapped, because "Goon-Goon," to repeat, is a showman's picture. There isn't a spot where the show has played, and where it has been sold, that the show hasn't done a marvelous business. It has been held over; it has played against the hit pictures of the year; it has played the toughest houses in toughest towns, and always it has returned a swell gross for the house and the distributor.

"Goon-Goon" is a classic example of the statement that if the article to be sold can be merchandised in such a way as to make the people think they want it, it will be successful.

"Goon-Goon" has received more free plugs on nation-wide hookups on the air; it has received more mentions in vaudeville and metropolitan revues and plays; it has secured more free daily comment than any picture of this day and age, because "Goon-Goon" is attention getting and is now a national byword.

The trade knows of "Goon-Goon's" smash success. Every chain that has played it, every inde has brought profits to himself. But "Goon-Goon" is more than that. It is a notice to the industry that when real showmanship takes its proper place in the business, as it has in "Goon-Goon," happy days will be here again.

H. M. M.



—Heard In—

**PASSAIC**  
Maxine Gets Her Picture In  
—Crosby Reception

By Eye-Ess

BING CROSBY was given a tremendous reception when he appeared at the Relief Fund benefit show at the Montauk Theatre.

... Warner Brothers (through Manager Garret Voorman) donated the use of the house. ... Maxine "Mickey" Blumenthal, whose daddy owns the Ritz, Garfield, observed her first birthday anniversary recently and had her picture published in the local press.

BABY ROSE MARIE, young movie star and radio singer, was the subject of an article by Columnist Edward J. Reardon in the "Herald-News." ... Cy Ledgin's Kiddie Revue went over big with patrons of the

Rivoli (RKO), Rutherford. ... Manager Walter Gutteridge says the show was a "pip." ... Italian dramatic shows are still to be featured every Sunday night at the Playhouse (Warner Brothers). ... Junior police of School No. 10, of Clifton, a score of 'em, were the guests of Manager Voorman when "I Am a Fugitive" played the Montauk. ... Once a week, the Rialto puts on a midnight German talkie, even though the popularity of that phase of entertainment is slipping.

HARRY HECHT, owner Rialto Theatre, had a birthday last week, passing his 50th milestone. ... He is a pioneer in the movie business locally, establishing his first house in Paterson in 1907. ... Used to be in the restaurant business in New York. ... Manager Voorman, Montauk, had 100 newsboys of the "Herald-News" as his guests at the Douglas Fairbanks flicker, "Robinson Crusoe." ... Jimmy Shearer, former announcer of WGCP, and 18 radio stars put on a little act at the Montauk, in addition to the Fairbanks picture. ... Bert Wheeler, screen scream, would have blushed had he read Reardon's "Herald-News" column of his boyhood love affair in Paterson, before going to Hollywood to become famous.

**Carl Laemmle Talks About the Contract**

(The following, reprinted from the "Universal Weekly," is self explanatory)

IN WHICH I NAIL A LIE

(A Straight-From-the-Shoulder Talk)

I am told that Universal has been charged with "stalling" in the matter of the proposed new contract with exhibitors.

This is, in plain language, a lie. Whether made in ignorance or in malice, it is still a lie. Whoever concocted it cannot have the welfare of the business at heart. He does not want harmony. He wants discord. He wants to keep trouble stirred up between the buyer and the seller of pictures.

In spite of the fact that Universal's interests are involved to the extent of approximately forty-five million dollars, Universal within 24 hours after reading the proposed contract communicated with the committee representing the exhibitors and made known the few slight changes needed as a protection to Universal. That is not stalling.

Universal studied the contract with the idea of agreeing to as much of it as possible, for the sake of uniformity, and with the idea of making it as easy as possible to come to an agreement. That is not stalling. I want harmony. Nobody in the business is lying on a bed of roses today. The more the buyer and seller rub each other the wrong way, the worse it is for all of us. Nobody wants a decent, fair contract more than Universal does. Nobody realizes more than we do the necessity of doing away with friction and ironing out all difficulties as speedily as possible. Unfortunately on the fringe of every business, including ours, there are certain ones who prefer discord to harmony because it appeals to their selfish interests. Such men should have no influence in the important affairs of the motion picture business. They should be thrown out bodily.

Universal's record on the proposed new contract is perfect. We have done everything to clear the way toward harmony. The only exceptions we have taken to the proposals have been based on plain, common sense and a desire to make a contract which is honest and enforceable. You and I depend on each other. You are as necessary to me as I am to you, no more and no less. Our interests are common. I am willing to sign any contract that is equitable. So are you. I am unwilling to sign any contract that is one-sided. So are you. This is not stalling, on your part or on mine. Don't be befuddled by lies, conceived in either ignorance or malice. I've got a record of 27 years of decency in this business. Past performances count. I'll stack Universal's against anybody's.

—CARL LAEMMLE.

**Kracht Appointed**

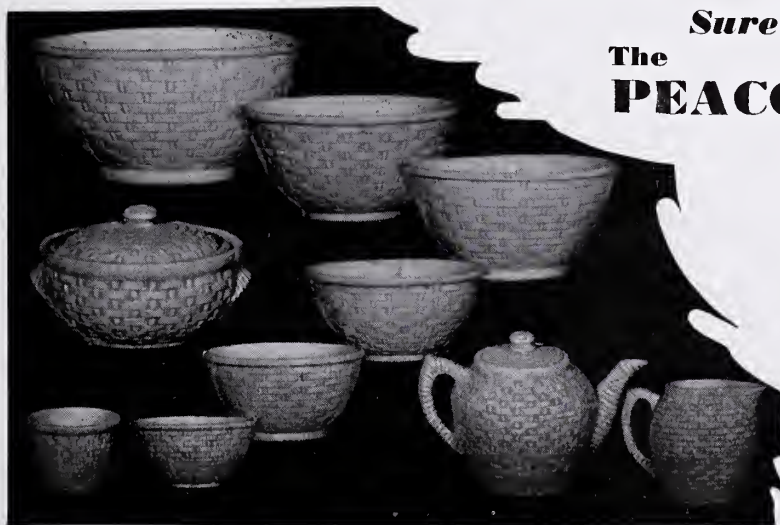
The following appointment has been made by W. L. Tenney, general sales manager, General Register Corporation; C. A. Kracht, assistant sales manager, General Register Corporation, 81 Prospect Street, Brooklyn.

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AN ENTIRE BLOCK ON THE BOARDWALK  
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ELECTED THE foremost seashore resort hotel, the St. Charles will serve you faithfully. Open throughout Winter because the semi-oceanic climate provides escape from sharp winds and bitter cold. Very special rates during the healthful Atlantic City winter.  
IDEAL CONVENTION FACILITIES  
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# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Sign of the Cross"—Para

Fredric March, Elissa Landi, Claudette Colbert, Charles Laughton, Ian Keith, Vician Tobin, Harry Beresford, Ferdinand Gottschalk.

Probably one of the biggest grossers of the talkie era, if all the signs are correct. No question about "Sign" being a strong clicker in any spots. DeMille makes a comeback in familiar territory, and Para has contributed an excellent cast. "Sign of the Cross" will make money anywhere. It is worth all the attention every house can give it. In short, it is a phenomenal attraction.

Estimate: Knockout.

## "The Devil Is Driving"—Para

Edmund Lowe, Wynne Gibson, James Gleason, Lois Wilson, Dickie Moore, Alan Dinchart, George Rosceny.

About a stolen car racket and a good enough of a programmer to attract attention. Rogers, with "70,000 Witnesses" and "Madison Square Garden" clicking, will follow up their success with this one. The show has an attractive feature cast, an action-filled title, and enough speed to warrant audience satisfaction. It's an exploitation opportunity.

Estimate: Good program.

## "The Animal Kingdom"—RKO

Ann Harding, Leslie Howard, Myrna Loy, William Gargan, Neil Hamilton, Leni Stengel.

Splendidly acted, intelligently directed class picture that will have its trouble attracting attention in the mass houses. A lot of the folks in the grind houses will think it's another jungle picture. For the stiff front houses, however, "The Animal Kingdom" will make plenty mazumeh, what with the Harding-Howard draw, but unfortunately, there aren't many houses of that type.

Estimate: Classy.

## "Jungle Killer"—Century

Carveth Wells animal film.

Just a collection of jungle shots apparently with Carveth Wells' running talk. There isn't much that hasn't been seen before, and except for a few fights between animals it's the old thing over again.

Estimate: More jungle.

## "Frisco Jenny"—Warners

Ruth Chatterton, Don Cook, James Murray, Louis Calhern, Hallam Cooley, Pat O'Malley, Robert Warwick, Harold Huber, Noel Francis, Buster Phelps.

Mother love tale, with the payoff when the son, without knowing she is his mother, prosecutes her. You can imagine what goes before. However, audiences will probably select this tale as the best Chatterton has done since she has been under the Warner banner. For one, at least, Chatterton has gotten away from the stilted social background.

Estimate: Will help Chatterton.

## "Farewell to Arms"—Para

Helen Hayes, Gary Cooper, Adolphe Menjou, Mary Phillips, Gilbert Emery, Jack LaRue, Blanche Frederici.

A swell production, anyway you look at it. Under the masterful Borzage hand, the Hayes, Cooper, Menjou trio will provide audiences with some neat acting, the publicity given to the story will help swell the box office and the excellence with which Paramount has produced it guarantees a lot of attention. It is the sort of story that any house can play to satisfied audiences.

Estimate: Credit Paramount.

## "Fast Life"—MGM

William Haines, Madge Evans, Conrad Nagel, Arthur Byron, Cliff Edwards.

Nice program piece with motorboat racing in the background, the Haines-Edwards duo again working in form and the usual neat Metro production. As a programmer that should prove satisfying it should hold its own any place. Haines doesn't mean much, but some more shows like this will help him.

Estimate: Nice show.

## "Island of Lost Souls"—Para

Charles Laughton, Bela Lugosi, Richard Arlen, Leila Hyams, Kathleen Burke, Arthur Hohl, Stanley Fields.

A mad tale of a mad doctor who makes humans from animals, "Island of Lost Souls" is another of the thriller cycle. Whether it will make a lot of money depends on whether or not the public taste for such things is still current or whether the horror cycle has departed. With such a thread for a yarn, "Island" represents the last word in mad imaginations. Go to it.

Estimate: All nuts.

## "Secrets of French Police"—Radio

Frank Morgan, John Warburton, Gwili Andre, Gregory Ratoff.

Underworld yarn that probably doesn't mean much at the box office. However, it offers a lot of opportunities for smart showmen to sell the show. Lack of names will be a handicap. Yarn includes what the title implies and the story had the benefit of newspaper publicity.

Estimate: To be sold.

## "Flesh"—MGM

Wallace Beery, Jean Hersholt, Ricardo Cortez, Karen Morley, Greta Meyer, John Miljan.

Beery as a German beer garden waiter turned wrestler, a few more good performances and "Flesh" is box office. The first from Beery in many months, it will get by because it has been directed with plenty of hoke attached, plenty of human interest and extreme sympathy for the central character. No question but that the show will do good business.

Estimate: In.

## "Slightly Married"—FD

Evelyn Knapp, Walter Byron, Marie Prevost, Jason Robards, Dorothy Christy, Clarissa Selwyn, Herbert Evans.

Knapp and Byron names may help, but show doesn't come out of the doldrums, generally. Tale of a blue blood who marries a girl he picks up, it struggles until the baby comes into it. Most of the punches are telegraphed ahead, so that's that.

Estimate: Just a movie.

## "Magic Night"—UA

Jack Buchanan and English cast.

An all-English show made over there that should have little appeal except where the Buchanan name might mean something. It's typically a foreign piece, although the pace, etc., is a trifle better than the usual importation. However, because of lack of desire for English pictures generally, this one can't mean much.

Estimate: Just in spots.

## "Racing Strain"—Kent

Wally Reid, Jr., Dickie Moore, Phyllis Barrington, J. Farrell MacDonald.

Action race yarn of the type the elder Reid once made famous. The Reid, Jr., name might draw them, but outside of that it's just an action picture.

Estimate: Just a picture.

## "Mask of Fu Manchu"—MGM

Karloff, Lewis Stone, Karen Morley, Charles Starrett, Myrna Loy, Jean Hersholt.

Another Fu Manchu thriller but not all it might be. The show reaches the peak when tortures are considered, but audiences will probably be bored. Apparently the players don't get into the spirit of the thing, so a handsome production seems to be going for naught.

Estimate: Doesn't seem to click.

## "Vanity Street"—Col.

Charles Bickford, Helen Chandler, Mayo Methot, George Meeker.

Just a programmer and it looks just that. Eventually the heroine is arrested for a murder she didn't commit, but the hero saves the day. Where they don't mind such things, it will do well enough.

Estimate: Just more film.

## "Lawyer Man"—Warners

William Powell, Joan Blondell, Helen Vinson, Alan Dinchart, Allen Jenkins, David Landau.

Except for the fact that it comes late in the lawyer cycle, "Lawyer Man" has everything that audiences want. Seems, though, that its lateness will react against it. Showmen, however, will sell the human interest and comedy angles rather than concentrate on familiar ground for patrons. William is splendid, the direction notable.

Estimate: Good program.



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**P O L I T A N   A R E A**  
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Reaching every theatre owner  
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Reaching every theatre owner  
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tory on the 5th and 20th of  
each month.

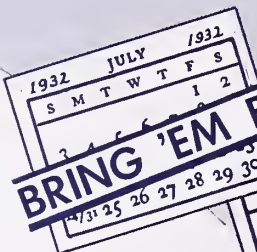
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MONTH....**

NOVEMBER 1932

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# ROCKABYE

Never before has Miss Bennett had a play so appealing to the millions... never more beautiful, more alluring, more dramatic... than in this picture which is proving to be one of the season's box-office thrills!...

with  
**JOEL McCREA  
PAUL LUKAS**

Directed by George Cukor  
from the play by Lucia  
Bronder. RKO-PATHE  
Picture... David O. Selznick,  
Executive Producer

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THE NEW YORK STATE

# EXHIBITOR

COVERING THREE FILM ZONES

AN EMANUEL-GOODWIN PUBLICATION

CIRCULATING  
IN NEW YORK  
STATE AND NORTH-  
ERN NEW JERSEY

Vol. 5—No. 8

NEW YORK, DECEMBER 25, 1932

PRICE, 15 CENTS



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Get behind it . . . exploit it and sell it . . . It's full of thrills, action, suspense and intrigue — with a thread of romance that will captivate the ladies . . . You'll be proud of

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**AN INVINCIBLE PICTURE**

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**LOIS WILSON — GRANT WITHERS  
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TOSCHIA MORI (Wampas Baby Star)  
TETSU KOMAI and a host of others**

**Directed by  
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NORTHERN ILLINOIS, INDIANA, AND WISCONSIN — Irving Mandel, Security Pictures, Inc., 1304 S. Wabash Ave., Chicago, Ill.

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"Palmy Days" Sinks Record In Montreal  
 "Palmy Days" Best Draw in Oklahoma  
 \$5,000 Above  
 St. Paul Top Moines With \$9,000  
 Cantor Makes 'Casey' Laugh; \$9,000 Above  
 "Palmy Days" Philly's Best In 2nd Run  
 "Palmy Days" Is Holdover  
 "Palmy Days" \$5,000 Above

OTHER EXHIBITORS HAVE MADE MONEY WITH THESE PROVEN

# UNITED ARTISTS HITS

YOU CAN DO THE SAME - AND MORE!

Dec25'32 pg. 3

"Street Scene" Proves a Wow On Broadway  
 St. Paul Gives Top Mon...  
 Samuel Goldwyn presents ELMER RICE'S PULITZER PRIZE DRAMA  
**STREET SCENE**  
 King Vidor PRODUCTION  
 SYLVIA SIDNEY  
 WM. COLLIER, JR.  
 ESTELLE TAYLOR

"Street Scene" \$20,000 Tops  
 "Street Scene" Albany's Best  
 "Street Scene" Big in Second Chicago Week  
 "Street Scene" in Providence With \$13,000

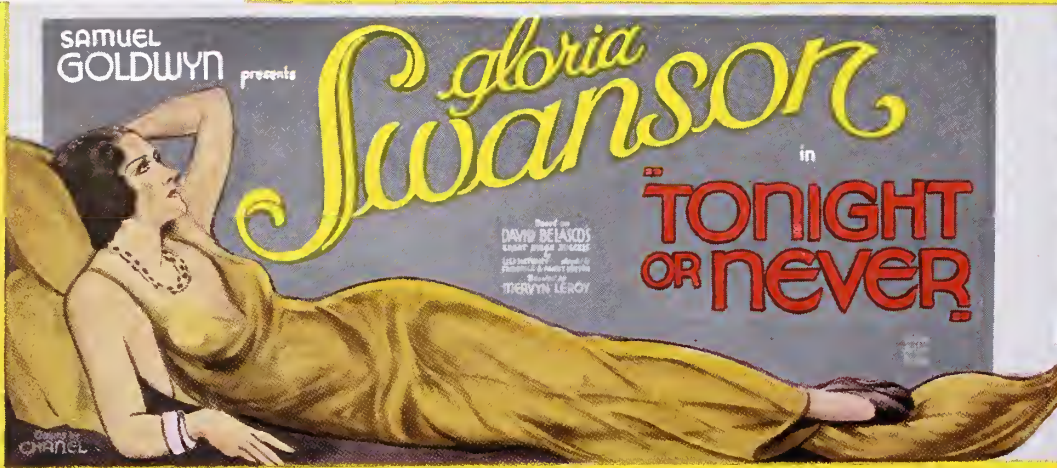


# PROVEN HITS Backed up

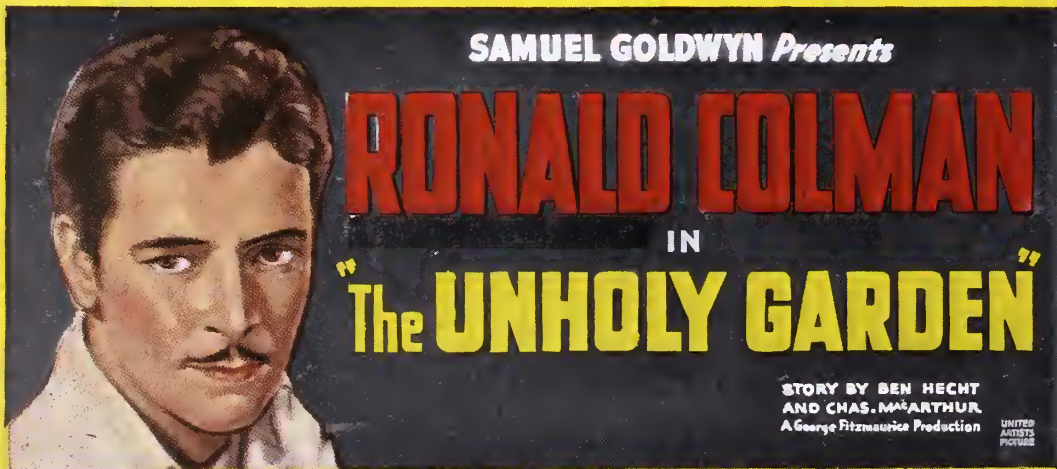
A sure-fire campaign, complete ready-to-put over, goes with every one of these proven UNITED ARTISTS BOX-OFFICE HITS!



**"Arrowsmith" Gets \$21,500 For Balto Top**  
**"Arrowsmith" Breaks Record In Philly**  
**'Arrowsmith' Best Draw in Seattle Runs**



**"Gloria reaps a film triumph"** — N.Y. News  
**"Done with a sure fire showmanship"** — Brooklyn Standard Union  
**"Piquant, smart and very well acted"** — Liberty Magazine  
**"One of the season's outstanding productions"** — Hollywood Herald



**"Colorful and swell melodrama"** — M. P. Daily  
**"Mark 'The Unholy Garden' down on your memo pad to see"** — Los Angeles Express  
**"Gave the audience as pleasant a time as it has had in weeks"** — Brooklyn Eagle  
**"Mr. Colman plays his role with a romantic dash that has never failed to cause feminine hearts to flutter"** — N.Y. American



**"A riot of fun emanates from the screen shadows. There is beauty, too, lavish settings and good acting... Miss Evans is pretty and capable. Miss Blondell and Miss Claire keep the merri- ment bright. Mr. Sherman gives a smooth performance and Mr. Smalley adds to the general gaiety of the piece"** — N.Y. Times

**FOR IMMEDIATE BOOKINGS**



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"'Corsair' is splendid entertainment"  
— N. Y. Telegraph

"A real movie loaded with red-blooded excitement" — N. Y. Mirror

"A packed house applauded wildly"  
— N. Y. Graphic



• On top of the regular campaigns, you will be furnished with hundreds of stunts that other exhibitors have used and cashed in on

"'Age For Love' tops almost anything I've seen"  
— Florabelle Muir, N. Y. News

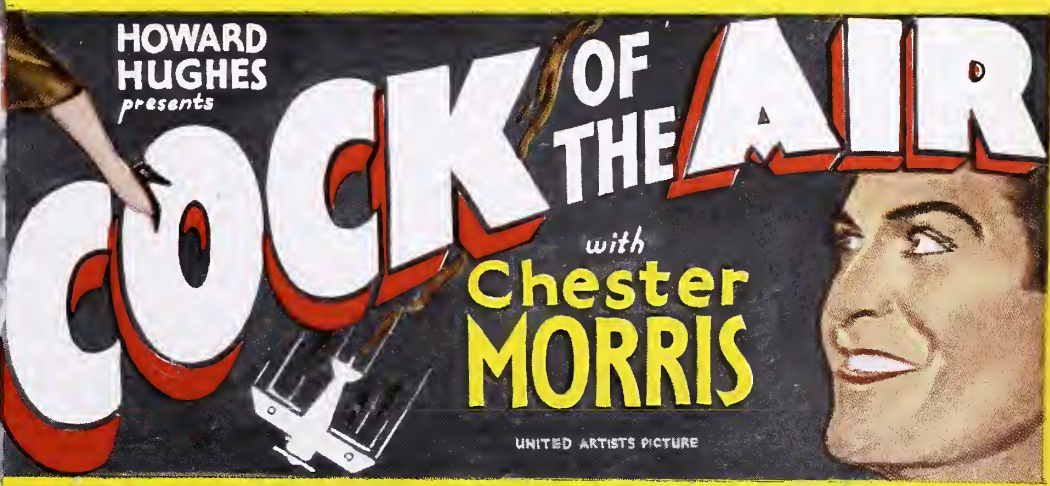
"The performance is a strong one"  
— Motion Picture Daily

"'Age For Love' is Billie Dove's Best. Miss Dove and cast score"  
— Louella O. Parsons



"Billie Dove surely has topped all her efforts as a screen star in 'Cock of the Air'. She is a new and fascinating comedienne. Chester Morris fitted the role in this picture as perfectly as anything that he has played. A humdinger of a picture"  
— Hollywood Filmgraph

"Excellent comedy, razor-edge dialogue and fine direction... Billie Dove is lovely as always"  
— Los Angeles Record



"Congress Dances" is delightful movie romance... You'll be mad about Lilian Harvey, just about the daintiest, most graceful, charming girl the screen has seen! Production and direction are superb.  
— Regino Crewe, N. Y. American

A feast for the movie specialists... for those who relish something different... Deserves a niche in the movie hall of fame.  
— John S. Cohen, Jr., N. Y. Sun



WRITE, WIRE OR PHONE  
Your Nearest  
**UNITED ARTISTS EXCHANGE**



**"Scarface Record"**  
**New Orleans Record**  
 NEW ORLEANS, April 4.—"Scarface," which was given its world premiere here last Thursday, is off to what United Artists says will be a \$20,000 week. In its first three days the picture ran ahead of the record-holder "Hell's Angels."

**Hit In Prov.**  
 With \$18,200

**FOR 'SCARFACE'**

**"Scarface" Surpasses "Hell's Angels" in N. O.**

**HOWARD HUGHES** presents  
**SCARFACE**  
 From the novel by... Armitage's Trail  
**HOWARD HAWKS PRODUCTION**  
 with **Paul MUNI · Ann DVORAK · Osgood PERKINS · Karen MORLEY · Boris KARLOFF**

Orleans, April 4. world premiere making the all-time picture room at every top \$23,000. The Saenger will do \$11,000. "Scarface" closed an 11-day run at the Steel Pier here Sunday night chalked up a gross of \$22,500 for the best with tire run, said to be a new record for the house. Originally

**Scarface' Chalks Up Record for A.C. House**  
 ATLANTIC CITY, April 25.—"Scarface" was ahead of the "Hell's Angels" in its first four days at Loew's. The picture was ahead of the theater manager's additional good reviews and front page editorials.

**HOWARD HUGHES** presents  
**SKY DEVILS**  
**GREATER THAN 'HELL'S ANGELS'**  
 with **SPENCER TRACY · William Bond · Ann Dvorak · George Cooper**  
**UNITED ARTISTS**

**"The 'WHAT PRICE GLORY' of the air!"**  
 — Mordount Hall in the N.Y. Times

**"Grade A audience stuff ...got off to a flying start . . . packed with thrills and laughs. You should have heard the Rivoli audience last night!"**  
 — Motion Picture Daily

**"Not since 'TWO ARABIAN NIGHTS' has Mr. Howard Hughes given us such film fun...loaded with dynamite of kick-in-the-pants humor!"**  
 — Regina Crewe in the N.Y. American

IF YOU'VE PLAYED THEM BEFORE, PLAY THEM AGAIN! IF YOU HAVEN'T PLAYED THESE

# UNITED ARTISTS HITS

BOOK THEM NOW! THEY'RE WAITING — TO MAKE MONEY — FOR YOU!

Dec 25 '32 pg. 6

**AROUND THE WORLD IN 80 MINUTES**  
 with  
**DOUGLAS FAIRBANKS**  
 United Artists Picture

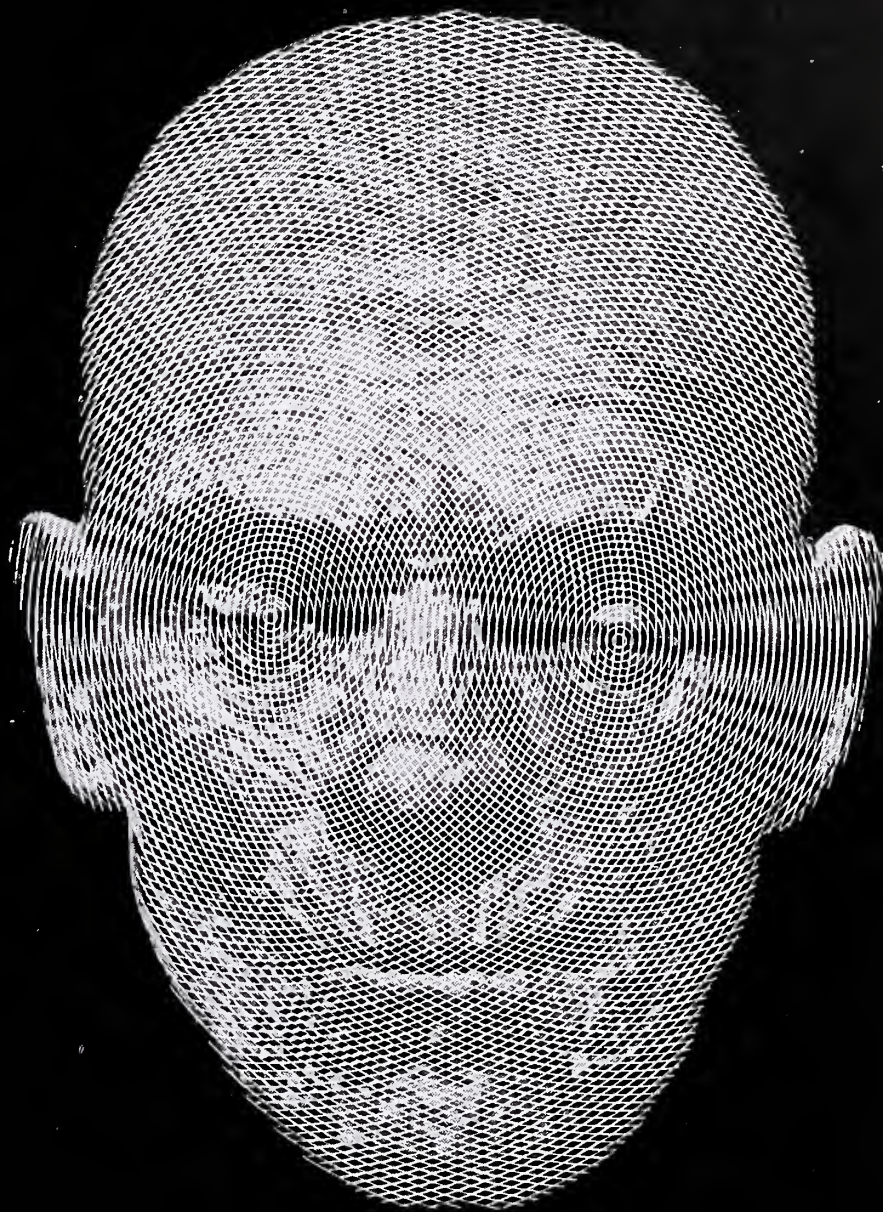
**"The best picture in town"**  
 — Buffalo Times

**"Different, brilliant with wit and the ever-smiling personality of Doug, still the bouncing, athletic wonder of moviedom. Tremendous in entertainment qualities. Bravo, Doug... a grand job"**  
 — Los Angeles Eve. Express



"Will more than likely exceed the box-office result of 'Frankenstein'"

— Associated Publications



**KARLOFF**

*(The Uncanny) In*

**THE  
MUMMY**

With ZITA JOHANN, DAVID MANNERS, Edward Van Sloan, Arthur Byron. Story by Nina Wilcox Putnam and Richard Schayer. Produced by Carl Laemmle, Jr. Directed by Karl Freund. Presented by Carl Laemmle.





# The New York State EXHIBITOR

Issued on the Tenth and Twenty-fifth by

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Vol. 5, No. 8

December 25, 1932

### Back to the Pen

THE Chicago and New York exhibitor meetings are now a part of the exhibitor history of this country. The situation, today, is practically the same as before the sessions.

Allied has gone on record as favoring governmental intervention into the exhibitors' problems: M. P. T. O. A., ever hoping for a golden rule in the industry, has pledged its every effort for a fair standard exhibition contract with co-operation of the producers and a possible satisfactory conclusion is in sight.

It was too much to hope, perhaps, that the Allied and M. P. T. O. A. would seal a permanent peace. It was too much to expect, too, that the breach would not be followed by unpleasantries. Unfortunately, such a situation has come to pass.

Exhibitor organizations have received, recently, a long declaration of "the inside story of the Chicago and New York meetings" from both the M. P. T. O. A. and Allied. The M. P. T. O. A. issued one first. Allied, declaring that an answer was needed, supplied its own. M. P. T. O. A.'s "what's what" totalled nine pages, Allied's reached six. The three pages difference means nothing. Both occupied a lot of space. Reading each is a waste of time.

The issue, regardless of the many declarations now passing, is clear-cut. Allied, because of its peculiar make-up, seeks to shout, to keep the issue of governmental intervention as its war-cry. The M. P. T. O. A., conservative, wants peace at what it considers a fair deal.

Units accepting the contract will probably have arbitration, the real asset for exhibitors. Allied affiliates will not have arbitration unless they accept the contract, but can cast their longing eyes at federal regulation.

### New Face

THE NEW YORK STATE EXHIBITOR recommends that its readers save this issue as a collector's item. The cover plate that has graced the front of this publication each and every issue has been relegated to the "has been" era.

Proudly, it is pleased to announce the coming of a new cover design, January 10.

If Allied believes that governmental intervention is near, it must be in possession of information not available to the rest of the industry. The impression generally is that the thing, if possible, is still a long way off.

The new Roosevelt administration brings in new motion picture advisors. President-elect Roosevelt, it is expected, will seek an insight into conditions in the industry from the men closest to him. These men are Frank C. Walker, counsel to the M. P. T. O. A., an independent theatreman, one of the squarest shooters in the business, whose word is never questioned; Charlie O'Reilly, another square shooter, who seeks governmental intervention only as a last resort; and a few others.

Does Allied think that this would indicate a desire on the part of the government to take a hand in the motion picture industry?

On one side will be pitted the Hays organization, independent theatremen throughout the country who want to run this business without governmental aid and their congressmen and senators. On the other will be found Allied with its representatives.

If Allied, to repeat, thinks that it will be successful in its quest, it must be congratulated. It looks mighty doubtful.

To conclude, it is still unjust to the industry that the exhibitors are not banded into one organization.

### Gamble, Mr. Selznick

WITH a special car, a retinue of assistants and all the majestic pomp usually accorded to dignitaries, David O. Selznick, producer for RKO-Radio, went back to the coast, but, supposedly, without a contract calling for an increase from \$2,500 to \$7,500 weekly for making RKO-Radio pictures.

RKO-Radio deserves a hand for refusing to bind itself at that figure. If the said Selznick had given indication that he is a master of production such an increase might be in order. But he has evidenced no marks of genius that could not be duplicated by other producers.

If Selznick could promise that the pictures he is responsible for would gross three times more than he would be in line for a boost to \$7,500. If he is a gambler, he would be glad to take that chance. But even he could hardly be expected to stake his reputation on that.

The trouble with Hollywood is that it is still imbued with "living for a day." The major desire of most of the Hollywood heads is that they feel they ought to get while the getting is good. The lowly exhibitor, however, who must stay in business while they come and go can hardly be blamed for rapping such a system of production.

Further cutting in Hollywood of "so-called ham" stars seems to be another solution to help save this industry.

### Merry Christmas

EMANUEL - GOODWIN PUBLICATIONS, INC., wishes its readers and all of its friends everywhere a Merry Christmas and a Happy New Year.

To predict what next year will bring is too much for even the most optimistic prophet.

But the good wishes are sincere.





# Acceptance of Appeal Board Paves Way For Contract Okay

## *N. C. Record*

Film Board of Trade, which handles all such bookings, reports all records broken for free entertainments and institutional movies during the holiday period.

This is an indication of how the theatres are helping out in a charitable manner.

## Fox, World Wide Give Assent — Paramount, Universal, MGM, Radio Expected to Fall in Line — Lightman Optimistic

With the functions of the appeal board completed and a draft of its duties and powers in the hands of exhibitors, nothing stands in the way of further progress in connection with the new standard exhibition contract.

Work on the appeal board was completed this week. The distributors have already been given copies of its functions.

With Fox and World Wide already favoring the clause, word must be received from Universal, Paramount, MGM, Radio and others.

M. A. Lightman, president of the M. P. T. O. A., is extremely optimistic over the future of the deliberations.

Meanwhile, Jersey Allied, along with other Allied groups, is laying plans for furtherance of the governmental intervention desire as adopted at the Chicago and New York exhibitor meetings.

A session of Allied chieftains will be held January 5 in Washington.

## Keeney Out of Bronx

Frank Keeney has dropped the Bronx Opera House.

Henry Harris may take it over. Used to be a good spot.

## Cohen Adds Another

Max Cohen, who has Wallacks and the Beacon, as well as the Boro Hall, has taken over the Lyndhurst, Lyndhurst, L. I.

There is a report around that Jack Springer may take the Beacon. He has other Broadway houses.

## Wolff Elected Head of Local Film Board

### Radio Chieftain Prexy, Randel Vice-President

Robert S. Wolff, RKO exchange chief, is the new president of the Film Board of Trade.

Henry Randel, Paramount Brooklyn, was re-elected vice-president; Harry Hummell, Warners, was elected second vice-president; Henry Decker, Warners, is the recording secretary; Jack Bowen, MGM, acts as treasurer, and Ed Schnitzer, World Wide, is sergeant-at-arms.

Louis Nizer continues as secretary.

### Friedlander to Coast

Al Friedlander, First Division executive, is coast-bound.

He is active in various western spots in connection with the dates on "Goon-Goon," FD's smash clicker.

## Sattler Up as Sweigert Travels to Philadelphia

### Promotions Awarded Two Paramount Veterans

Myron Sattler, lately New York salesman for Paramount, is the new Paramount Jersey manager.

Earle Sweigert, recently Jersey manager, has been promoted to Philadelphia branch office, where he will be the manager, succeeding Oscar Morgan.

Sweigert and Sattler's promotions are the 18th and 19th in the Paramount ranks in two months.

Sattler has always been high up in the Paramount sales ranks. Sweigert returns to the scene of his former operations. He was a salesman and special salesman in the Philly territory before entering the local ranks. The Philadelphia office is one of the most important in the country, and his selection stamps him as one of the most valued in the company's ranks.

## Heading the 1933 Film Board



Robert S. Wolff



Henry Randel

Who are president and vice-president, respectively, of the New York Film Board of Trade for the new term. Strange to relate, they also live in the same apartment house.

## Happy Days

Recent Loew meeting revealed the following:

Irving Thalberg, Louis B. Mayer, J. Robert Rubin and David Bernstein were given options, under their personal service contracts, on 250,000 shares of treasury stock of Loew's, Inc.

Thalberg received the greatest plum when he was granted an option on 100,000 shares, while the others were given the right to purchase 50,000 shares each. Under the terms of their contracts, the shares may be purchased as follows: Twenty-seven and one-half per cent after the first two years of service at \$30 a share; 27½ per cent after the next two years at \$35 dollars a share; 45 per cent after the next two years at \$40 a share.

The Mayer Corporation, which is a partnership composed of Thalberg, Mayer and Rubin, was paid a bonus of \$922,154 in 1932 as its share of the profits of Loew's, Inc., after certain deductions.



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BUFFALO ALBANY

**THE WINNER**

**T**HE new cover design which will brighten up the front of this publication next issue and which will continue to do so for an indefinite period is the contribution of Kenneth Fagg, a member of the Fox Film Corporation art department, and the winner of the competition inaugurated by this publication for such a design.



The winner is a student of the late Joseph Pennell. He has exhibited etchings in various parts of the country. The excellence of his work, combining conservatism with modernistic artistic expression, drew more votes than any other contribution from a committee which included leading advertising experts of the business.

The voting was close, but detail of the Fagg

work won the prize for him.

Thanks must be given, too, to the others who participated in the competition. Each was an idea in itself. Everyone surpassed, by far, the present cover design of this publication.

The award, as indicated below, was in the form of a \$100 check.

Congratulations, Kenneth Fagg. Many thanks, too, and sincerest regrets for the others who participated. The art departments of the industry are more than competent. They are spark plugs of this business.

THIS CHECK IS IN FULL PAYMENT OF THE FOLLOWING. IF INCORRECT PLEASE RETURN. ENDORSEMENT IS FULL ACKNOWLEDGMENT. NO RECEIPT NECESSARY.			EMANUEL-GOODWIN PUBLICATIONS, INC. No. 32487 219 NORTH BROAD STREET
DATE	INVOICE	AMOUNT	PHILADELPHIA, <i>December 1 1932</i>
	<i>competitor award</i>	<i>100 -</i>	PAY TO THE ORDER OF <i>Kenneth S. Fagg</i> \$ <i>100.00</i>
			<b>EXACTLY 100 DOLLARS NO CENTS</b> DOLLARS
GIRARD TRUST COMPANY 3-48 PHILADELPHIA PA			<i>Jay Eumore</i> TREASURER

Heard In

**ROCHESTER**  
Palace Gives Double and Loew's Three

By *Eeatch*

PALACE, ace RKO house, put on double feature program as special draw and Loew's, Rochester, countered the following week with three features. . . . Arthur May, manager of the Riviera, doubles on the organ to give added variety to his programs. . . . Civic opera company, organized on permanent basis, to play musicals and operettas at the Eastman Theatre. . . . Ken Whitmer, former orchestra leader at Loew's, is playing the nite clubs in New York. . . . During confinement at hospital, Jay Golden, manager, Palace, previewed the films screened on the wall of his room. . . . Burgess Hall in Caledonia opened four nights a week for film shows by the Merchants' Co-operative Theatres as

**Sarvis Stays**

Orders for a change in management of the Warner Brothers theatres, Warren, Pa., near Jamestown, were cancelled when Manager George Sarvis received word he was not to be transferred. It is understood that the change resulted from numerous letters of protest sent Warner Brothers' officials of Erie, Pittsburgh and New York City, urging that Sarvis, who has been theatre manager in Warren for nearly 20 years, be permitted to remain.

aid to business in the village. . . . Carl and Ruth York, former vaudevillians, now run agency here.

**DEATH** of Mrs. Jennie S. Wolff leaves the Lyceum Theatre to her daughter, Countess Riccio, of Paris, France, with future of house in doubt. . . . Palace Theatre conducted "howl contest" with folks sending in their best jokes. . . . Mae Miller leaves post as Manager Golden's secretary at the Palace.



## Heard In

**B U F F A L O**Shea Community Houses  
Cut Prices

By Mary Ann

EFFECTIVE CHRISTMAS DAY, Shea community theatres will have a 25c admission scale at all times. . . . Frank Moncyhun, Shea publicity forces, has resigned. . . . Frank is planning a trip to New York and may make a new connection. . . . Much favorable comment was heard last week over the stunt which the Buffalo Theatre put over with the local MacDoel Restaurant, through which hot chocolate was served free each afternoon on the mezzanine of the Buffalo. . . . Great Lakes Theatre tied up with the Buffalo "Evening News" in arranging a series of free shows for the orphans of Buffalo the week before Xmas. . . . All the Shea theatres had an exclusive tie-up with the Wrigley Company, through which an unusual gift package, including samples of this company's product, was given free to children, at matinee.

**BUFFALO AND GREAT LAKES** are holding midnight shows New Year's eve, with all seats reserved. . . . Matthew V. Sullivan, United Artists salesman, who has been covering the Syracuse territory, has just been transferred to the Buffalo territory. . . . Ray Powers, manager, Powers Pictures, spent a day in bed trying to get over a cold. . . . Heard at the film round-table at Old Spain on Saturday: Sid Samson, manager, Fox, needs a haircut so badly someone sent him a "violin" to go with it. . . . Cataract Theatre, Niagara Falls, will be closed until after the holidays. . . . Lafayette Theatre, Batavia, closed December 11. . . . Schine interests have given up the Palace Theatre, Lockport. . . . Dickinson is the new owner. Miss Lora Ainger is the new manager, Park Theatre, Hammondsport.

H. W. VAN AUKEN is the new manager of the Palace Theatre, Clifton Springs. . . . Eugene Osthoff has taken over the Strand Theatre, North Tonawanda. . . . C. Cohen, manager of Orpheum, Buffalo, has opened the Fillmore Theatre, Buffalo. . . . Empire Theatre, Syracuse, now belongs to the Central N. Y. Theatres Corporation. . . . Philip J. Gordon has reopened the Star Theatre, Buffalo. . . . Central N. Y. Theatres Corporation has closed the Palace Theatre, Corning. . . . Warner Bros. Theatres, Inc., have closed their Majestic Theatre, Elmira. . . . Anthony Isabella has closed his Candor Theatre, Candor. . . . George A. VerValin has opened the Lincoln Theatre, Rochester.

**SOUND INSTALLATIONS** include Clinton, Rochester, Cinephone D. to Weber F.; Garlock, Phelps, Leroy F.; Falls, Honeoye Falls, Mell-D to F.; Community, Homer, Mell-D (Closed); Hollywood, Holley, Weber F.; Star, Williamson, Weber F.; Alhambra, Cincinnati, RCA-F; Hiltonia, Hilton, F (closed); Temple, Pulaski, Brel-F; Grange Hall, Webster, Weber-D (closed). . . . Emmie Dickman, Fox representative, is in receipt of a handsome check for his successful efforts in the recent sales drive. . . . Bob Alberts, manager, Alberts Theatre, Lancaster, is timekeeper at the Arena, Canada, for the hockey games. . . . Paul Lazarus, United Artist, district manager, who is spending a few days in the Buffalo office, held a sales meeting. . . . Bert Lapetina, orchestra manager, Buffalo Theatre, has just located in his new office in the Buffalo Theatre Building.

**Radio City Opens**

RKO Music Hall, Radio City, opens December 27.

RKO Roxy opens December 29.

"Animal Kingdom" is opening attraction there, while at the Music Hall a gala show has been arranged. No season passes will be honored at the latter.

. . . Bert tells us they are having a lot of company this week, both Santa Claus and the stork are expected.

HARRY BERMAN, Shea publicity staff, celebrated Xmas by slipping on Buffalo's famous ice, spraining his ankle. . . . Past week Shea's Buffalo tied up with a toy circus in a stunt through which that store's Santa Claus appeared in the lobby at the Buffalo Theatre each afternoon, together with a large polar bear and Mickey Mouse. . . . Santa gave away lolly pops and other gifts to the children and ladies. . . . Laube's Old Spain, rendezvous of theatre and film exchange folk, was brilliantly decorated for the Yuletide season. . . . Decorations were greatly enhanced by the glorious neckties worn by Harry Seed, Warner Brothers, and Joe Weinstein, Shea booking department. . . . John E. Carr, manager, Great Lakes Theatre, and his assistant, Jim Carney, were confined to their homes with a mild gripe. . . . Michael Shea returned to Buffalo this week to spend the holidays with his family. . . . Advance sales of reserved seats for the midnight shows in all the Shea theatres is way in advance of last year. . . . Christmas display in the Buffalo theatre lobby was one of the most elaborate ever placed in this theatre.

EDDIE MILLER, manager, Shea's Roosevelt Theatre, is reported to have sent out more Xmas cards than any man in Buffalo. . . . Eddie took the phone book and sent one to every name. . . . Walter Morris, manager, Bellevue Theatre, Niagara Falls, is planning a big midnight show New Year's Eve. . . . Philomena Cavanaugh, Shea's publicity staff had several offers to impersonate Santa Claus. . . . Theodore Hersey, service department, Shea theatres, is a real Santa Claus. . . . We hear that he has adopted "another" baby.

EDDIE GRAINGER AND TOM BAILEY, assistant to Sidney Kent, stopped in Buffalo long enough to have a visit with Sid Samson, Fox manager. . . . Warner Brothers has considerable trouble in getting the Notre Dame vs. St. California east-west championship football game pictures in time for showing in Buffalo, Syracuse, and Rochester, due to the severe snow storm. . . . Joe Levy, Warner salesman, certainly selected exceptional Xmas greetings this year—specially the one he sent to "Mary." . . . Bertha Kemp, Warner's attractive stenog, is lunching with a brand new man these days. . . . Bernice Banaszak, manager, Masque Theatre, Buffalo, gave Xmas candy to all children attending the matinee on Saturday. . . . Jerry Spandow, Universal salesman, has an all-electric radio in his new Buick car. . . . First vacation in 20 years, says Joe Miller, manager, Columbia, who left with his wife for a ten-day trip to Havana. . . . They sailed on the "Statendam." . . . Rene Craven, formerly assistant booker, Fox, Buffalo, is now assistant booker for Harry Thompson at Skouras offices in the Eckel Theatre, Syracuse. . . . Leo Miller, formerly with Publix, arrived

in Syracuse, and now holds a position in some capacity with Skouras. . . . He has always been a booker and buyer in New York.

EXHIBITORS have not given Jerry Spandow, Universal salesman any peace since they found out Universal has the new two-reel radio attractions. . . . The exhibitors in this territory gave a beautiful testimonial to Carl Laemmle on the occasion of his 27th anniversary. . . . It reads: "We, the undersigned exhibitors, join hands in celebrating your 27th anniversary. . . . We realize fully what you mean to the industry. . . . Your friendly guiding hand has helped steer it safely through many of its difficulties. . . . Congratulations! Uncle 'Carl.' . . . We are glad to step out with Universal."

FILM ROW was sad to hear of the death of Frank Hohman, manager, Temple Theatre, Pulaski. . . . George Biehler, manager, Palace Theatre, Hamburg, leaves immediately after Xmas for his yearly trip to the Bermudas. . . . Milton Felde is going to reopen the Falls Theatre, Honeoye Falls. . . . P. G. Emslie, former office manager, Vitagraph, is now supervising the distribution of hot dogs and hamburgers for DECO.

SID SAMSON, Emmie Dickman, Bill Rowell, L. Blumenfeld, Fox, are doing their Xmas shopping with a smile. . . . Receipt of a bonus check as their winning share of the prize contest conducted by Fox for 1931 is responsible for all the good cheering. . . . J. Meyer Schine, Schine interests, is spending two weeks at the Sun Cure Sanatorium, East Aurora. . . . Jack Kaplan, United Artist manager, said the greatest picture ever seen is coming to Buffalo in January. . . . Jack said further that Mike Shea is proud of his booking of "Cynara" and "The Kid From Spain," and wait until the exhibitors have seen the Colored Symphonies and Colored Mickey Mouse. . . . World Wide screened "Trailing the Killer." . . . Harry Swerdlove has been confined to his bed in the Lafayette Hotel, gripe. . . . Ruth Rapoport, Warner's capable booker, celebrated a birthday last week. . . . Every one in the office received a little birthday cake with one candle.

GENE MARKENS, RKO salesman, has resigned. . . . Charlie Goodwin, Educational-World Wide salesman, has also resigned. . . . Majestic Theatre, Hornell, closed. . . . Dellinger Opera House, Batavia, closed. . . . Capitol Theatre, Rochester, has been changed to the Central Park. . . . A. G. Platt succeeds Herman Lorence at the Strand Theatre, Niagara Falls. . . . Charles Cabalero and Marshall Taylor were in town again this week. . . . Buffalo girl who won the "Prosperity" Campaign in Buffalo, had a regular Arabian Nights experience on the day she spent as a "millionairess."

HERB STRAUB, began his regime as Conductor of Sheas Buffalo Grand Orchestra last week, by offering for the first time in any theatre, Ferdie Grofe's Grand Canyon Suite, which went over like a house afire. . . . On the opening night he was honored by The American Legion Boys, a color guard visited the Buffalo theatre, and after the overture marched down the aisle to the roll of drums and presented Herb with a large bouquet.

**Rochester Robbery**

In a wave of banditry and robberies, Riviera Theatre, Rochester's largest neighborhood, lost \$800 week-end receipts. Robbers overlooked \$600 more.



Heard In

## 44<sup>TH</sup> STREET

Al Thomas Decides to Get Married

JACK FARKAS is now with Hollywood. . . . Bedford Mansions was the scene Xmas Day of the marriage of Al Thomas, son of Dave Thomas, FD executive, and nephew of Harry H. Thomas, First Division president, to Miss Dorothy Kurland, of Lakewood, N. J. . . . It was quite an affair.

AND SANTA CLAUS, why not take care of the following in the following way: Some more hits like "Back Street" for Universalite Leo Abrams and his gang. . . . And may they win the Laemmle drive. . . . That "King Kong" became another smash for RKOite Bob Wolff and may he reign long and prosperous as prexy of the film board. . . . Some more of that consistent product for Ed Schnitzer, World Wide, so he can make exhibitors happy. . . . A host of football victories for Fokie Harry Buxbaum and Harry, Jr. . . . And another wish that Buxie lead Edgar Moss in the Fox contests in the future.

AND, SANTA, please see that Phil Myers, at Columbia, be given a handful of hits like "Washington Merry-Go-Round" and the others. . . . That Arthur Greenblatt, at Invincible, is able to hand some good pictures to exhibitors. . . . He deserves co-operation. . . . That Messrs. Epstein, Lederer and the other First Divisionites have a hit like "Goonna-Goonna" every month. . . . Some posies, too, for Joe Joel, the grand old man, and Jules Chapman, the boy with the pen. . . . And, Santa, please see that Majestic makes three good films every month for Herman Gluckman, at Capital, so that he will have to expand his exchange again. . . . Please see that Joe Vergesslich keeps on getting hits like "Silver Dollar." . . . That the Metroites get back all they put into "Rasputin and the Empress." . . . That Paramour Henry Randel gets better at golf than he has been, and comes in under 190. . . . That new exchange managerite Sattler makes good on the job, which shouldn't be much for him to do. . . . That Clayton Hendrickson win another ad-sales drive. . . . That Henry Seigel keeps everyone happy in New York, and that Milt Kusell makes a neat record for himself in the territory.

EARLE SWEIGERT has been ill at his home in Pelham with a cold. . . . Capital Film Exchange is now located in its new quarters in the Film Center Building and

### Nizer's Cracks

Louis Nizer, who is toastmaster at those M. P. Club luncheons, has been getting off some good ones lately.

When Warden Lawes of Sing Sing was a guest and Count Von Luckner was introduced, Nizer made them feel right at home by making some timely and topical comment.

Although there haven't been many film lunches lately for exchangemen, Nizer keeps in good practice at the M. P. Club events.

### "Lawyer Man" Is the Story Of



William Powell and Joan Blondell featured in the Warner show of that name.

### "Goonna-Goonna" Choosey

"Goonna-Goonna" has been getting the choice dates. Fox, Atlanta, the show-place of the South, 4,400 seater; Hollywood, Buffalo; Terminal, Indianapolis; RKO-Grand, Cincinnati, are some of the recent bookings.

In the latter, the show held over for 10 days and smacked records for a big sensational gross.

invites all exhibitors to come and pay it a visit. . . . Invincible's announcement of importance was the news that it is now distributing the 15 three-reel Beverly Hills features.

JOHN DACEY is now handling short subjects supervision for the Bob Wolff-RKO exchange. . . . Leo Abrams is in the midst of the 27th Universal anniversary Laemmle drive. . . . Give him dates. . . . The chief topic of discussion in Jersey Allied is governmental regulation of the industry. . . . Fox sales folk enjoyed the usual holiday vacation. . . . So did a lot of other exchange sales people. . . . They just couldn't down the Xmas spirit.

## Copyright Infringement Alleged in Peekskill Suit

*Singer House Involved — Many Exchanges Suing*

Peekskill Theatre, Inc., Joseph A. Singer, is involved in an alleged infringement of copyright action brought by several exchanges.

Alleging the charges are Columbia Pictures Corporation, Screen Gems, Inc., WA Films, Inc., Universal Film Exchange, Inc., Educational Film Exchange, Inc., Christie Film Company, Quadruple Film Corporation, RKO Radio Pictures, Inc., RKO Distributing Corporation, RKO Pathe Distributing Corporation, Fox Film Corporation.

U. S. Marshall served the papers. Damages from \$250-\$5,000 for each offense, as under the statutes, are asked.

There is a possibility of a settlement.

### "Laughter in Hell" Brings Once Again



A tale of prison gangs, with Pat O'Brien heading the cast of the Jim Tully novel as presented by Universal; Fifi D'Orsay is in "They Just Had to Get Married."





# Good will . . .

● The United States Supreme Court has aptly defined Good Will as "the disposition of a customer to return to the place where he has been well served." . . . Even though we have provided and placed at your disposal everything your theatre might need in the way of equipment, supplies and maintenance service, we know that unless your Good Will has been retained, our business will suffer. Therefore, at the start of another new year, and we predict a more prosperous one, we assure you that we will continue to do our part in creating and sustaining that feeling of friendship and fair play that will bring you back to us again and again.



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## Kaplan Trial Held Up Until January 3

### Indictments Charge Conspiracy and Coercion

Trial of Sam Kaplan and 20 other former officials of Local 306, Moving Picture Machine Operators' Union, on indictments charging conspiracy and coercion has been adjourned to January 3 in General Sessions Court.

Indictments have been pending since last December. Trial was scheduled shortly after Kaplan and his fellow officers were summarily deposed a few weeks ago on charges of "racketeering" investigation by the International Alliance of Theatrical Stage Employees, the parent union of Local 306.

The Grand Jury investigation being directed by the Bronx District Attorney into the attempted dynamiting of Loew's Paradise Theatre late in the summer has been "put back without date." The intended outrage at the Paramount culminated a series of minor phosphorus and dynamite bomb explosions in Manhattan and Brooklyn theatres where members of Local 306 and of the Empire State Motion Picture Operators' Union were respectively picketing.

Kaplan's attempt to have himself reinstated as president failed in Supreme Court this week.

Kaplan's motion for a temporary injunction restraining William C. Elliott, president of the International Alliance of Theatrical Stage Employees and Motion Picture Operators, from continuing to carry out the order of the general executive board, which removed Kaplan and all his associate officers from control of Local 306 was flatly denied.

The deposed union head's motion for a permanent injunction, however, was set for trial January 16.

The Court declared that, if the local had requested it, it would have been pleased to appoint "a high representative of the American Federation of Labor as an impartial stakeholder to act as receiver of the funds of the local."

Inasmuch as no such request was made, the Court ruled that, pending trial of Kaplan's motion for a permanent injunction, Local 306 is "entitled to an election of temporary officers so that the affairs and funds may be duly administered," and that, in the event of an adverse decision on Kaplan's action, such officers are entitled to permanent incumbency of the posts to which they are elected.

The decision pointed out that the constitution of the union provides that the international is the only body that can hear appeals from decision of the general executive board, and that the difficulties in the way of a general convention of the international before the summer of 1934 are "almost insuperable." Request for a special convention is labelled "unreasonable."

The Court could not determine in advance of trial whether Kaplan had received "fair play," and expressed the opinion that Kap-

## Radio City Picked "The Animal Kingdom"



To open up the new movie citadel in that development. Leslie Howard and Ann Harding are presented in the Radio hit.

### Capital Expands

Herman Gluckman's Capital film exchange, one of the oldest and largest independent distributors in the metropolitan territory, has moved from the sixth floor of 630 Ninth Avenue to larger quarters on the tenth floor of the same building.

Gluckman, who is also president of Majestic Pictures Corporation, says that the additional space was required to handle the increased business that has come with the release of the first five Majestic features.

lan's disqualification by the general executive board from holding office in 306 during the next five years might be proved illegal after trial.

### Mayor Plugs Sundays

After the Newburgh Ministerial Association had gone on record against Sunday movies even for relief purposes, Mayor Chester J. Brown appeared at one of its meetings and declared the clergymen did not truly represent the sentiment of even some of the members of their own congregation. He asserted his belief that most people in Newburgh favor Sunday shows as a regular thing. "You clergymen represent only a certain group of the religious element," His Honor said. "What the people want they will get."

## Kaplan Rule Gone Forever—Elliott

A statement from William C. Elliott, president of the I. A. T. S. E., indicates that there is little possibility of the Sam Kaplan regime returning to Local 306.

He says:

"It has been found necessary to take drastic steps to clean up conditions in Local 306 of our union. This is the local that has enrolled in it all our moving picture operators in the City of New York. Complaints from members, the public press and countless other criticisms, compelled the general executive board of the International Alliance, which is the parent body, to make a long and painstaking investigation of the affairs of Local 306, with the result that the executive council, by the power given to it under the constitution of the organization, removed from office Sam Kaplan, the president of Local 306, and his associate officers.

"The result has been costly litigation. Even before this step was taken the local was involved in one legal controversy after another, with the result that huge sums of money that should have gone into the homes of the members to make them and their families happy were expended.

"The best thought of this country today is directed toward increasing employment and making the lot of the laboring man and woman better. Anything in this day and date that can improve labor's condition meets with only the heartiest commendation from men and women in all walks of life. It is my aim to promote to the nth degree the condition of the members of Local 306.

"This local has been torn and disrupted by quarrels and bickerings and stress of all kinds. It is time that all this should come to an end. The kind of rule that has been exercised over Local 306 for years is gone forever.

"In this movement to rehabilitate Local 306, I am animated by no personal motive. My only purpose is to advance the welfare of our members. In seeking this goal, I am proud to say that I had the support of the Central Trades and Labor Council of New York City, with its hundreds of thousands of members, and the warm endorsement of the officers of the New York State Federation of Labor, and the wholehearted co-operation of the American Federation of Labor. In addition to this, I am making this statement to solicit the support of public opinion in this great cosmopolitan center, which is, to my mind, the premier city of the world."



**Helping Exhibitors**



Robert Savini

**KBS Policy of Exhib Help Proving Success**

*Savini Promises Support to Theatre Accounts*

A great deal of the success of World Wide must be attributed to KBS Productions, Inc., and the manner in which it is co-operating with exhibitors, according to a prominent exhibitor of this territory who has just returned from a trip to New York City home offices.

For obvious reasons, the name of the exhibitor cannot be disclosed, but the man, one of the first runs of the territory, is completely sold on World Wide, KBS, the manner in which the company headed by Earle Hammons is delivering and, last, but not least, the cordial co-operation of Robert M. Savini.

Savini, assistant to Wm. Saal in the New York offices of KBS, examines each and every contract and when he sees a new account using the features, or a contract on which he thinks the exhibitor should

receive help in exploiting some particular picture, immediately contacts him or sends him advertising helps. His latest special is a two-sheet fibre, dated and ready for immediate tacking.

Many exhibitors are taking advantage of this new fibre idea, according to this exhibitor, and during his trip he saw in Savini's office many letters and telegrams requesting help. Savini, it was pleasing to note, gave such assistance in practically every case.

"The amount of dates given to "The Last Mile," "False Faces," and "Trailing the Killer," stated the exhibitor, "indicates that

the shows are clicking and that these producers helps make box office dollars. Every key city of importance has had a strong first run on this product and it is my opinion that this is chiefly due to the policy of KBS to follow up their production and sales with an honest effort to help exhibitors make money. Savini reiterated his statement that he is ready to help all exhibitors. He asks that they get in touch with him."

Exhibitors, everywhere, are impressed with the Savini type of co-operation. It is a new note in producer-exhibitor co-operation and helpful to all concerned.

**EXHIBITORS TRAILERS**

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AN ATTRACTION WORTHY OF  
THE HONOR IT HAS WON:

The first picture to grace the screen  
of the New RKO ROXY THEATRE

**ANN HARDING  
LESLIE HOWARD**

in

**"THE ANIMAL  
KINGDOM"**

by PHILIP BARRY

with Myrna Loy.. William Gargan..  
Neil Hamilton.. Henry Stephenson..  
Ilka Chase .. Directed by E. H. Griffith

**RKO RADIO Picture**  
David O. Selznick, Executive Producer



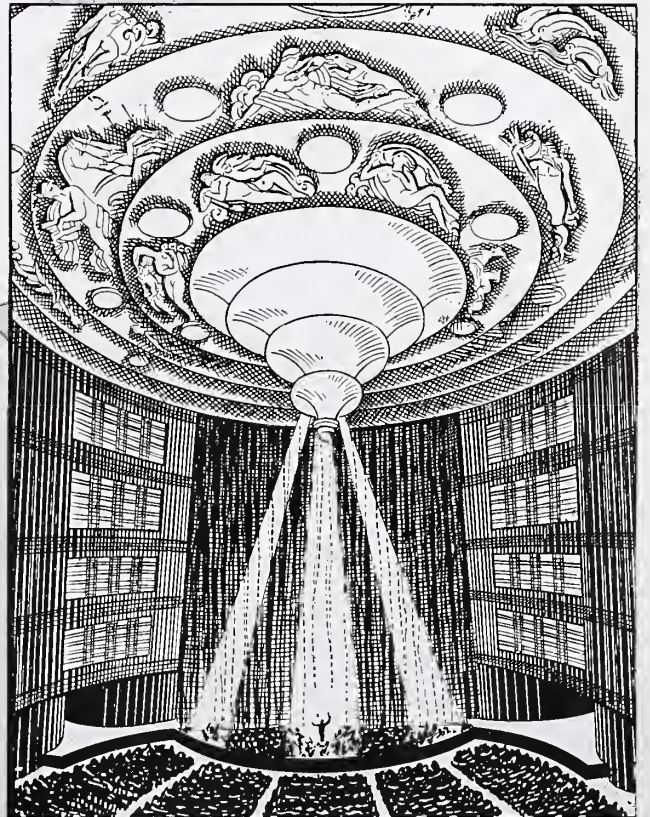


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**RADIO CITY**

with its two great theatres  
**RADIO CITY MUSIC HALL**  
**RKO ROXY THEATRE**





**Indes Favored**

"Exhibitors are more kindly disposed than ever toward independent producers," observes E. W. Hammons, president, Educational Pictures, and chairman, executive committee, World Wide Pictures.

"In the past year theatre owners have given full recognition to the ability of several independent producers to turn out pictures which have admirably stood the box-office test. Our own company has certainly been encouraged by the reception accorded our efforts, and because we are unhampered by the formidable studio overhead carried by major companies, we are continuing to strive for pictures which will offer the best value to both exhibitors and the public."

**"Silver Dollar" Is a Holiday Special**



Edward G. Robinson, Aline MacMahon, Bebe Daniels and others are current in the Warner show of that name.

**Heard In**

**CROSSTOWN**  
Fox Offices Move—Motion Picture Club Ball

EAST ORANGE, N. J., now has an open Sunday. . . . RKO Franklin is now the first run in the section, the Empire, Sidney Cohen house, following it, with the deal all completed. . . . George Cohen is opening the closed Cortland, Union City. . . . Arnold Jacobson has a candy proposition for those interested.

THERE IS A RUMOR that the Rialto, Newark, may reopen with unit shows. . . . It has been closed two years. . . . A. Polillio is the owner of the Paradise, Brooklyn, and operator, too. . . . Royal Theatre, Southern Boulevard, has changed hands. . . . So has the Luna, Brooklyn. . . . Ronson, Newark, is being operated by A. Lolla. . . . Liberty, 42nd Street, is still pursuing the vaudeville film policy with a low top. . . . Lewis Mosley is president of the Newkirk Theatre Operating Corporation, handling the Newkirk, Brooklyn.

FOX THEATRES offices are now housed at 1560 Broadway. . . . Si Fabiani is active in the reorganization. . . . 729 Seventh Avenue will get the Van Beuren cartoon studios around the first of the year. . . . Martha Wilchinski is handling publicity for RKO Roxy and Radio City theatres. . . . Moss' Broadway expects to house a vaudeville program. . . . Sam Dembow is now the active head of Publix theatres. . . . Howard S. Cullman is new receiver for the Roxy, succeeding Harry S. Kosch. . . . World Wide had a preview of "Hypnotized" for exhibitors and trade folk last week. . . . Whoever held up the Mayfair treasurer and escaped with a load of dough is still at large.

CRITERION, with "Sign" succeeding "Farewell to Arms," continues as a two-a-day. . . . Rialto goes back to grind operation. . . . Isador Schwartz is now handling Master Arts, with that unit severed from National Screen.

SKOURAS HOUSES are undergoing the throes of another of those drives. . . . Houses in Manhattan, Bronx, Long Island, New Jer-

sey and up-state New York will be included. . . . The last one ended the 12th of this month. . . . Brooklyn Strand staff ran a party because "I Am a Fugitive" did such good business. . . . House staff, Herbert Copelan and others were guests.

WARNERS AGAIN have four houses open on Broadway for the Xmas period. . . . Strand, Winter Garden, Hollywood and Warner Theatres are included. . . . Happy days must be here again. . . . Irving Deakin, Warner Brothers, was a recent guest of the Faculty Club of Columbia University. . . . The gala December dance of the Warner Club was a big success. . . . 1,000 Warner folk attended.

THE MOTION PICTURE CLUB, as usual, will hold its annual New Year's celebration and ball. . . . 10.30 P. M. until closing. . . . The commotion over "Jungle Killer" drew more attention in the dailies than the opening of the picture. . . . Too bad, the publicity on "I Am a Fugitive" broke too late for the B'way run, but the smart neighborhoods will benefit because of the agitation. . . . Hal Horne has gone to the coast and the industry will be deprived of his wit for a spell. . . . Al Wilkie is getting set nicely at his Paramount publicity post.

FRED DUSS and JIM ADELSBERGER wish everyone a Happy New Year, also a Merry Christmas. . . . They help put this column together. Happy days are here again.

**Heard In**

**BINGHAMTON**  
Merry Xmas to One and All

*By Dor*

DIRECTOR - MANAGER DAVE COHEN and his corps of workers in Binghamton's theatrical world extend season greetings to their many friends throughout the state. . . . Binghamton's idle vaudeville house, Binghamton, was the scene of the annual Kiddies Christmas Tree Party, with Rev. A. M. Dwyer as host. . . . Use of the theatre was donated for the party by the M. E. Comerford interests. . . . It will be a gala New Year's Eve party, with midnight show, vaudeville and plenty of hot music at Fred Perry's Capitol Theatre within the week.

ALL THEATRES in Binghamton have been attired in holiday array with brilliant lights of red and green, Christmas trimmings and the like. . . . And again the theatres keep in step with the downtown district. . . . Cinema Palaces had the jump though, as the next day after the theatres dressed up the local merchants in the theatre-area began their decorating.

**"Deception" Is a Tale of a Wrestler**



Leo Carrillo, Barbara Weeks, Thelma Todd, Nat Pendleton are in Columbia's "Deception."



Heard In

**PASSAIC**

Battle for Hasbrouck Sunday Movies

By Eye-Ess

A LEGAL BATTLE to establish Sunday movies in Hasbrouck Heights seems imminent. . . . Frederick Wheeler, who opened the Strand there last week for the first Sunday movies in the town's history, was given a police summons. . . . Church folk raised an awful howl. . . . There is a current rumor that the Playhouse (Warner Brothers) which has been used for Italian dramatic shows every Sunday will be wired for sound and opened as a first-run house after New Year's Day. . . . Capital Theatre has been giving away Christmas toys for children at Saturday matinees the past two weeks. . . . Strand, Clifton (Pashman Brothers) gave away radio, washing machine, three-piece living room suite and 50-piece dinner set in special Christmas hook-up with local merchants. . . . Rex, East Rutherford (Gottesman) still featuring five acts of vaudeville every Saturday and Sunday. . . . Regent, Paterson, is only other local house presenting vodvil.

FIFTY TICKETS to Capitol were given away by Manager Bill Weiss to winners of special cartoon contest in connection with showing of Boris Karloff in "Old Dark House" recently. . . . "Herald-News" helped put across the Universal thriller. . . . John B. Rogers Company will help the Kiwanians stage the show. . . . Serial thriller is being presented Friday matinees at the Capitol, for the first time in years. . . . Frank G. King, former manager, Montauk, Playhouse and Capitol here, observed a birthday recently.

DICK ETTELSON, owner-manager, Ritz, Garfield, suffered a sad blow recently. . . . Mrs. Ettelson, active in Jewish charitable and religious organizations, died after an operation at the Mount Sinai Hospital in New York. . . . A Polish talkie, "Cosacks of the Don" was presented as a midnight feature at the Strand. . . . Ushers of the Capitol swamped their friends from the Montauk in a basketball contest, 34 to 14. . . . Teare, Bill Weiss' crew, scored more points than the entire Montauk team. . . . Receipts for that big benefit show at the Montauk recently totaled \$4,440, Police

**Anent Prize Awards**

Decision of interest to theatres which conduct contests and make awards to patrons has been given by Justice Joseph Morschauer, Supreme Court, Goshen. A year ago the Broadway Theatre (Publix), Newburgh, offered an automobile as a grand prize to terminate a "prosperity" drive connected by Newburgh merchants. It was stipulated that a person to receive the award must be in the house and present the second half of a double stub, the first half with name and address having been deposited in a box.

The name of Herbert Hoyt, 14, was announced from the stage as the winner. He was present, but unable to produce stub. The theatre refused him the award. Through guardian he brought suit for the car or its cash equivalent. Court holds that all he can recover is possibly double the price of admission, 70 cents.

Director Preiskel reports. . . . Strand was the scene of a Christmas party for 650 kiddies, under auspices of the Clifton Kiwanis Club. . . . Pashman Brothers, owner of the house, donated the use of the theatre and several talkies. . . . Operators and other employees also donated services. . . . City Clerk William A. Miller was general chairman. . . . Sergeant C. J. McCarthy, New York, billed as the world's strongest policeman, made a personal appearance at the Ritz, Garfield. . . . Wee Willie Robyne, former Roxy and radio star, headed a vaudeville troupe at the Rex recently. . . . Harry Diehl is again managing the Orpheum, Paterson, under Charley Burns, New York. . . . Buck Jones Rangers Club formed at the Ritz for juvenile followers of the outdoors movie star.

**Majestic Clicks**

"The Unwritten Law," Majestic Pictures Corporation's fourth release, opened for a week's run at Fox's Brooklyn Theatre last week-end and at RKO Proctor's, Newark.

Heard In

**UNION COUNTY**

Xmas Spirit Is Everywhere It Seems

By J. Mcl.

CAESAR A. HASHIN received 29 weeks' disability at \$20 weekly for injuries sustained while employed by the Summit Theatrical Enterprises, Inc. . . . John Caro was placed on two years' probation for breaking and entering at the RKO Theatre, Rahway. . . . Richard Stalker is the new film operator at the Roslyn, Roselle. . . . An armed bandit held up Miss Katherine McGrath, ticket-seller at the Ritz, and got off with \$626. . . . Exotic Estelle Taylor brought a coterie of attendants for a four-day turn at the Ritz. . . . All Union County houses are planning for midnight shows on New Year's eve. . . . Roth theatrical interests operate the Strand, Summit, and leases the Lyric, that town. . . . Latter, however, is closed. . . . System prevents competitive amusement programs. . . . Liberty, Elizabeth, erects platform in street in front of playhouse to exhibit prize automobile. . . . "Tame" lion clawed showgirl at Ritz. . . . She was taken to a hospital severely hurt.

VAUDEVILLIANS from Elizabeth theatres entertained at the Roosevelt Victory Ball of the Democratic County Committee. . . . Regent, Elizabeth, took on a colorful holiday dress. . . . Paramount, Plainfield, Publix, gave the kiddies of the city an elaborate Yule party. . . . While the Strand, same city, put on a Mickey Mouse performance. . . . Saturday matinees prior to Xmas at the Oxford, Plainfield, gave up a toy for every boy and girl under 12 years of age. . . . Liberty has adopted "Family Nite." . . . A coupon clipped from a newspaper admits two for forty cents. . . . Reserve seat sale for the New Year's midnite show at the Bound Brook has been on for a fortnight.

Heard In

**HUDSON COUNTY**

Only Dumond Passes Are Good Here

By Ike

ONLY PASSES signed by George Dumond are honored at Loew's. . . . John Meriweather, Birmingham, is the new Stanley artist. . . . Eddie Collins and Harold Lee are new additions to the service staff. . . . Jim Furman obtained publicity for Loew's when he had Cab Calloway warble at the Medical Center. . . . George Freeman is still running the Loew weekly half-hour on the air. . . . Frank Hinman has joined Loew's service staff. . . . Formerly with Stanley. . . . Dave Friedlander is a protege of Duke Wellington.

CHARLES MANN, former Fox theatre manager, Bergen County, died recently in Hackensack. . . . Stanley-Warner Club attended the Jersey Warner Yule whoopee 100 per cent. . . . Stanley has an usher named Collins. . . . Ancestors of Jim Furman, new Loew publicity man, founded the well-known Furman College in the South. . . . George Freeman fighting off a severe cold. . . . A. Petch now broadcasting regularly. . . . John Commerford first to receive a Christmas present at Loew's.

**"Frisco Jenny" Approaches the Scene**



Ruth Chatterton, Louis Calhern and James Murray may be seen in the Warner show, "Frisco Jenny."



# BETTER MANAGEMENT

An open door to the box-office for every Exploiteer and Manager

## Here's How U-A Sold Its Big Group of Hits

(United Artists is known as one of the best merchandising outfits in the country. Here's why.)

During the past year, United Artists press books were built especially to give exhibitors as many exploitation ideas as they could handle. The surprise of it all is that in checking over the thousands of successful engagements all over the country, it was discovered the exhibitor not only used the ideas in the press books, but elaborated on them as well.

Naturally a campaign cannot be framed to suit every situation and the smart showman who improvises his own stunt and adapts them to meet local conditions and the ever-changing public taste in his locality, is the one who also cleans up on a picture. The stunts mentioned in the following paragraphs are those proven through actual experience and if there is any additional information required address the exploitation department, United Artists, 729 Seventh Avenue, New York City, and they will be glad to supply special additional details, as well as exploitation material, free of charge.

"PALMY DAYS"—A national tie-up was arranged with the Continental Baking Company, with Eddie Cantor in "Palmy Days." The Continental Baking Company prepared millions of window streamers for exhibitors. One of them shows Eddie Cantor dunking a piece of Hostess Cake, along with the slogan: "Above the first knuckle it isn't dunking—it's swimming." Song hits from Palmy Days were broadcast from coast to coast over the Chase and Sanborn hour and were featured on many other radio programs, as well.

"STREET SCENE"—The following national advertisers tied in their local campaigns with the exhibitor showing "Street Scene," namely, Old Gold Cigarettes, No-Fade Shirts, Grebe Radio, Childs Restaurants, Postol Telegraph, Lux Soap, etc. In addition, one of the most successful stunts pulled on the picture was a co-operative two-page newspaper spread which exhibitors managed to get planted in hundreds of papers throughout the country. A tabloid newspaper on this picture also proved to be very successful and exhibitors used several million of them, with their theatre name on the back page.

"ARROWSMITH"—"Arrowsmith" received tremendous rave reviews in all cities. Two strong points that were stressed in the exploitation campaigns were the Grosset and Dunlap edition of the book and a letter of praise from Sinclair Lewis, which was used not only as newspaper copy, but was reprinted on thousands of hand bills and throw-aways and gave a novel touch to the selling of "Arrowsmith."

"TONIGHT OR NEVER"—In "Tonight or Never," Gloria Swanson wore clothes especially designed by Chanel. These were

### Bahn Praises "Crusader"

Chester B. Bahn, Syracuse "Herald" movie critic, says of Majestic's "The Crusader": "The Crusader is one of the neatest melodramas to come from an independent studio in this or any other season."

publicized through three-column fashion mats which were planted through newspapers throughout the country and readily sold the women on buying tickets to see "Tonight or Never."

"THE UNHOLY GARDEN"—"Movie Romances," a fan magazine, published in Chicago, ran a nation-wide magazine and newspaper contest in which they offered \$1,000 to the person giving the most logical ending to Ronald Colman in "The Unholy Garden." They ran a 800-line newspaper ad in more than 100 cities and reached a circulation of 150,000,000 readers—practically every motion picture fan in the nation.

"GREEKS HAD A WORD FOR THEM"—Eugene, Ltd., New York City, largest manufacturers in the world of hair-waving and drying appliances, enlisted 40,000 accounts in co-operating with "The Greeks Had a Word for Them." They featured the picture on their radio program over the Columbia network, window streamers running in several hundred thousands, were given free to exhibitors; full-page ads in "Vogue" and "Harper's Bazaar," showing scenes.

"CORSAIR"—Since "Corsair," starring Chester Morris, was based on the "Liberty Magazine" serial novel by Walton Green, the publishers of "Liberty" were very active in selling this picture to the public. They not only arranged for parades of "Liberty" boy salesmen, to the theatre showing the picture, but, in addition, plastered their trucks from coast to coast, with thousands of six sheets, mentioning the fact that "Corsair" was playing in their city.

"AGE FOR LOVE"—In exploiting Billie Dove in "The Age for Love," this picture was sold largely by the performance given by Miss Dove in her first talking picture role. In exploiting the picture, a novel newspaper contest based on "Lovers of All Ages" proved to be an outstanding hit. Famous names of history, such as Cleopatra, Helen of Troy, Madame Du Barry and others, were likened to the character played by the siren, Billie Dove, in "The Age for Love."

"COCK OF THE AIR"—"Cock of the Air" was the recipient of two big national campaigns that were instrumental in building big theatre grosses. First, Curtiss-Wright Aeroplane Corporation not only loaned exhibitors parts of a plane for lobby exhibition, but, in addition, arranged air stunts and circuses that drew thousands of lines of publicity. Bell and Howell Camera was the second to get behind Chester Morris in this air film.

### Jolson Santa

One hundred children, confined in bandages, splints and other medical paraphernalia in the Children's Ward of the Polyclinic Hospital, were hosts recently to Santa Claus. The kids weren't aware of it, but Santa Claus happened to be Al Jolson, United Artists star. Al went to the institution at the invitation of its executives and, in a big red uniform and a beard, he broke in upon the children in the Japanese Room, atop the building.

"CONGRESS DANCES"—Lilian Harvey's first English talking picture was given top-notch rating by Frederick James Smith, of "Liberty," when he awarded "Congress Dances" four stars. The song hits were recorded by Victor Phonograph Company and reached a high note of popularity throughout the country.

"SCARFACE"—The nation-wide controversy over the title of "Scarface" which shook the industry before the picture was released, proved a tremendous box-office magnet, as this picture played to overwhelming grosses, wherever exhibited. The most successful manner of exploiting this picture was to preview it first for the local police, sheriff, mayor and other public officials and get their endorsement and then sell it as the picture to end gangdom.

"SKY DEVILS"—Spencer Tracy and William Boyd prove to be a hilarious combination in "Sky Devils." A clever parachute was made available for exhibitors which was hung from the marquee of many theatres throughout the country and aroused quite a bit of interest.

A "Sky Devil" Club was organized with buttons for kids and in connection with the New York showing of the picture a word-building contest was run in the "Graphic," which yielded more than 60,000 answers. And for the first time in the history of the motion picture industry, two autogyros were used to drag 150-foot banners around the city.

"AROUND THE WORLD"—Camel Cigarettes used full-page newspaper ads in every city throughout the country in connection with the showing of Douglas Fairbanks in "Around the World in 80 Minutes." These ads not only mentioned the picture, but, in every instance, the name of the theatre and the playdate was featured in the ads right across the full eight-column width of the page.

The above-mentioned stunts on United Artists pictures were carried out by exhibitors under their own power. They merely contacted the various concerns mentioned in the press book and received co-operation direct from these manufacturers. In many instances they revamped suggested ideas, and elaborated them for their local needs.

The 13 winners mentioned in the previous paragraphs, all lend themselves to real showmanship. Exhibitors who played them once, have in many instances rebooked the same pictures, realizing although they played it once, there is still plenty of money to be obtained through a return engagement, provided it is given proper exploitation, and in every instance where this was done the returns more than repaid them for their investment.



### Warner Xmas Parties

Warner Bros.' annual kiddie parties were held this year at the New York Strand and Winter Garden Theatres during Christmas week. Children invited to these parties included the charges of Judge Levy, and the crippled children under the supervision of Mrs. Randolph Hearst. First of these parties was held December 24 at the New York Strand and Winter Garden Theatres for Judge Levy's charges. On the following morning a similar one was held for Mrs. Hearst's crippled children at the New York Strand Theatre.

### Silver for "Dollar"

New Yorkers who find themselves with a pocketful of "cartwheels," the real silver dollars so rare in the East, can trace the presence of the big coins to the Strand Theatre, which distributed thousands of them as change to patrons. "Silver Dollar" was the occasion for the importation to New York from the West of a large number of actual silver dollars.

### Break for "Fugitive"

Stanley, Utica, had a big break the other day. Just as the front pages of all the newspapers carried stories on the arrest of Robert Elliott Burns, his picture was being shown at the Utica house. And how they did flock to see it. No need to spend money on advertising, either, and Burt Leighton, resident manager, didn't spend a cent in addition to his regular budget for printers' ink.

### Ticket Tie-Up

Broadway (Publix), Newburgh, tied up with several merchants in a full page of advertising in the local newspaper through a word contest. There were extra letters in certain words in each of the advertisements, and these brought together spelled the title of a picture being featured in the Broadway. The first 50 persons to solve the contest received free tickets from the house manager, Fred Schaefer.

### Rochester Parties

Christmas parties were conducted by downtown film theatres in Rochester during the holiday week, making a great hit with the children. The spirit of aiding the needy again prevailed, with the youngsters being asked to bring canned goods or food stuffs that could be distributed to the less fortunate. Both the Regent and the Temple provided inexpensive toys for the children, thus increasing good will and bringing much pleasure to the young patrons.

### Utica Play

A program provided by the Olympic Theatre, Utica, entertained members of the Kirotext Club at their luncheon recently. An act, "Ma Fraser's Boarding House," was put on with the cast including Jerry Brannon, tenor; Steve Boisclair, organist; Mrs. Robert Schurlg and others.

Otto Gray and his Oklahoma Cowboys, noted NBC radio artists, made a personal appearance at the Warner Brothers' Palace Theatre, Jamestown:

### "Central Park" Effect

Screaming sirens and other sound effects in "Central Park" sent the patrolman on the Capitol Theatre, Binghamton, post to the police box to call his sergeant in query to find out what was wrong in his neighborhood.

### For "Fugitive"

When "I Am a Fugitive From a Chain Gang" was appearing at the Winter Garden, Jamestown, men dressed in prison garb, shackled with ball and chain and followed by realistic armed guards, were paraded through the streets. Chains made of paper links and bearing advertising matter were hung on door knobs and displayed in prominent public places.

In the nature of a pre-Christmas feature, Bert Leighton, manager, Stanley, Utica, introduced a fountain pen night recently.

### Medina Booster

It is said that Sidney Mattison, manager of the Diana Theatre, Medina, is promoting a great booster to overcome the pre-Christmas slump in business by giving away appliances.

### Newburgh Christmas

Biggest theatre party ever held in Beacon was run by the Police Patrolmen's Benefit Association. Every youngster in the city was invited to see, without cost, a special show in the Paragon, two morning performances being arranged as a Christmas treat. Tickets were distributed in schools and at the police station.

In a contest conducted in co-operation with the Loew's Rochester theatre, the "Times-Union" asked its readers to name favorite character actor. Two grand prizes were live turkeys and free tickets.

### Wise Burgett

Dalton Burgett, Capitol Theatre, Dunkirk, is another of the Warner managers who, it is reported, is meeting with great success in his many publicity stunts.

# WARNING!

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# THE FILM DAILY

**1650 BROADWAY**

**NEW YORK CITY**



### Air Armada for Warners "Silver Dollar"

Fourteen airplanes flew in formation over Manhattan one night last week in the first sky-writing stunt of the kind ever attempted.

Demonstrating a new and revolutionary electrical invention for aerial illumination, the planes spelled out the name "Silver Dollar" in the sky. Flight was held under the auspices of Warner Brothers, producers of the picture, which opened at the Strand Theatre, and of International Sky Writers, an aviation organization.

Planes started from Roosevelt Field, with two Fledglings in the van, followed by 12 large Aristocrat planes. Different stages of the flight were marked by varied formations of the planes, each formation, however, spelling out the name of the picture, "Silver Dollar." The 12 Aristocrat planes each showed a large illuminated letter to the crowds beneath, while the two Fledglings bore, respectively, the words "Strand" and "Tonight."

Various points of vantage were placed at the disposal of news photographers and a cash prize of \$50 was offered for the best photograph of the aerial display by a professional cameraman, while 10 cash prizes of \$5 each were awarded for the 10 best photographs submitted by amateur photographers to the Strand Theatre within 48 hours of the demonstration.

Monday nights at Warner Brothers Palace Theatre, Jamestown, are being featured as "Amateur Nights," when local talent is given an opportunity for stage appearance.

### Plugging "Cavalcade"

"Cavalcade" will have its world premiere at the Gaiety Theatre, January 5.

Fox has announced an unusually generous appropriation for the exploitation of "Cavalcade" at the Gaiety. The largest sign display of any Broadway theatre has been contracted for and the house front will offer an electric sign 32 by 55 feet, containing 8,000 bulbs, totaling 300,000 watts. A huge painted display, 165 by 16 feet will cover the roofs of the Gaiety and adjoining buildings. In addition a 35 by 45 foot electrical sign will be erected.

### "Fugitive" Thrill

Fred Walters, manager, Warner Brothers' Winter Garden Theatre in Jamestown, got a thrill on the morning the news of the capture of Robert E. Burns, author of "I Am a Fugitive From a Chain Gang," broke. He was standing in the telegraph room of the "Jamestown Post," morning newspaper, when the story came over the Associated Press wire. He must have been gratified later when he saw following the story as it appeared in the paper a notice to the effect that the picture had shown recently at his theatre.

### "No Other Woman" Features Irene Dunne



Irene Dunne, Charles Bickford and others are current in "No Other Woman," from Radio.

# BOOKED AT *Paramount* NEW YORK

WEEK OF DEC. 9th.

NUFF SAID MR. EXHIBITOR!

ONE OF THE TEN BIGGEST BOX-OFFICE PICTURES OF THE YEAR

# VINA DELMAR'S

# UPTOWN NEW YORK

# WITH JACK OAKIE

Adapted From "UPTOWN WOMAN"

SHIRLEY GREY-LEON WAYCOFF  
ALEXANDER CARR-RAYMOND HATTON  
HENRY ARMETTA

PRESENTED BY *Ed Hammond*





### Bingo Not Affected

Binghamton is not believed affected by the turning back by Publix of the Comerford theatres.

Six houses in Binghamton are part of the group in which Comerford is interested.

## Shea, McFaul Take Over Houses from Paramount

### Assume Complete Control of Buffalo Chain

Vincent R. McFaul, general manager, Shea's theatres, has announced that Michael Shea and himself will take over the complete management of the entire Shea circuit, effective January 1.

This means that all film buying and book-keeping will be centralized in the general offices of the Shea circuit in the Buffalo Theatre building. All policies will be determined by Shea and McFaul in the future.

Publix is continuing its financial interests with the Shea organization. This move comes as a result of the decentralization plans of the Paramount organization. Shea and McFaul have just returned from New York, where they completed plans.

### Enfield in Utica

Highland Amusement Company, Utica, through its general manager, Chris Marx, has just announced the appointment of Joseph Enfield as manager. Enfield has been connected with Utica theatres for several years, and at times has been organist at the Avon and Olympic. He was the first to introduce organ novelties in Utica theatres.

### Fashion Show

A style show under the sponsorship of a Jamestown modiste, featuring about 20 members of the younger set of the city as models, was put on at the Palace the last three days of November.

### Cohen Host

Dave Cohen, genial director-manager, Binghamton Theatres, entertained 40 members of the high school football squad prior to the big game on Thanksgiving Day in order that the boys would be out of the hustle and bustle on the streets as the students staged a gigantic pep rally.

Steve Boisclair, organist, Olympic, Utica, has been giving a series of broadcasts over WGY, General Electric station at Schenectady.

### Lassman Entertains

Garry Lassman, manager, Avon, Utica, has given the use of his house to the Lion's Club, members of which will entertain 500 children from institutions and orphanages at a Christmas party, December 27. There will be music and a picture of a type which will especially appeal to children.

### Married



George MacKenna

Manager, Lafayette Theatre, Buffalo, has gone and done it. He married Vera Fitzgerald, Niagara Falls, and now is on a 30-day honeymoon trip through the West Indies.

### Incorporations

Distinctive Screen Service Inc., of Manhattan. To deal in motion and talking pictures.

National Sound Recording Service, Inc., of Manhattan. To deal in sound for motion and talking pictures.

Star Theatre Ticket Service, Inc., of Manhattan. To deal in moving picture tickets, baseball tickets, etc.

West Coast Service Studios, Inc., of New York. To deal in the motion picture business.

Cosmopolitan Productions, Inc., Ltd., of Delaware. To deal in the motion picture business.

Goodbye Again Company, Inc., of Kings. To produce the motion picture, "Goodbye Again."

Circle Enterprises, Inc., of Manhattan. To deal in the motion picture business.

Paramount International Corporation of Delaware. To deal in motion pictures, etc.

Notice has been filed with the secretary of state of a change in name of Universal Chain Theatrical Enterprises, Inc., of Delaware, to Chain Theatrical Enterprises, Inc.

Paramount Pictures Distributing Corporation of Delaware. To deal in the motion picture business.

### Heard In

**S**YRACUSE  
Fitzer Opening Up the  
Arcadia

By I. S.

FITZER INTERESTS reopen the Arcadia Christmas Day. . . . House has been used for more than a year as a home for the Thespians. . . . Enterprise is expected to cause plenty of headache for Harry Gilbert, operator of the Riviera, neighborhood de luxe in the same section. . . . Five acts of vaude supplement the film bill at the Ritz, which has been playing revues since its opening three months ago.

EARL ARNOLD, formerly connected with the local Rialto, returned recently to direct exploitation for Nathan L. Robbins, operator.

RKO-KEITHS will have an edge on the other downtown houses by a Thursday opening. . . . Antonia Rossi, assistant to Harry Thompson, in charge of the booking department of the Central New York Theatres Corporation here, has been transferred to New York as secretary to George Skouras. . . . H. C. Whitford has given over the reins of the Palace, Wolcott, to Arthur H. Worden, Cortland exhibitor of long standing.

### Didsbury Thankful

Chester Didsbury, Walden Theatre, Walden, showed his appreciation of a vote by citizens, 1,307 to 518, in favor of Sunday shows, by closing the box office December 13, designated as "Celebration Night," and admitting all comers free of charge. There was a free matinee for children in the afternoon. There was an enthusiastic response. "Fair minded, generous, sensible," is what Didsbury says of the voters.

### Vassil Passes

Jack Vassil, 51, owner, Mohawk Block and Strand Theatre, Canajoharie, ended his life by inhaling gas in the cellar of his home at Amsterdam the other day. His lifeless body was discovered by his wife when she returned from a shopping tour.

Vassil had been in poor health for some time.

### That Skouras Office

Contrary to the general trend in executive offices, that occupied by George Skouras in town here, contains among other things, a Spirit of Victory statue, a bust of President Roosevelt with the inscription "We have room but for one flag, the American Flag"; his famous Indian sign; and a photo of his wife and daughter.

The rest of the space is always used to help handle the huge chain of Skouras possessions.

Skouras believes the man who loves his family makes a good manager; believes in the doctrine of Spinoza, and doesn't stand for politics in operation.





## Heard In

## ALBANY

Bill Benton Opening in Cohoes

By Bill

LEN GARVEY, salesman, says a film man has to do a lot of traveling to reach certain towns in the Albany district. . . . Recently he drove through four states to reach one town. He motored through New York, Massachusetts and Connecticut to reach Bennington, Vt. . . . Out of the 100 winners in the "Phantom of Crestwood" contest for presenting a solution to the radio serial that later became a picture, the Albany district took five. . . . "Daisy" Halligan, RKO-Pathé exchange manager, says he sent five checks to as many towns for the winners. . . . Pete Checkory has taken over the Weller Theatre, Alexandria Bay. . . . He was formerly manager of the American, Canton, for Alex Papayanakos. . . . Sue Weller Lewis, former manager of the Weller, is retiring for the present.

BILL BENTON, Benton chain, Saratoga, will open the Majestic, Cohoes. . . . Bill is almost a stranger on Film Row, doing most of his bookings by phone or during visits from salesmen. . . . Oldest workers along the row recall Benton's visits only to serve on an unemployment commission among film folk and to work with a zoning committee. . . . I. J. Schmertz, Fox manager, Cleveland, O., and formerly in Albany, and Mr. and Mrs. Jack Sichelman, assistant to the sales manager of Fox, were visitors at Film Row, following a conference in the New York office. . . . Warner Ritz is taking local movies on the streets of Albany and awarding five dollars to the first person each week who recognizes himself or herself in the film at the Ritz. . . . C. H. Buckley, who usually opens his Harmanus Bleeker Hall on Friday, will change his schedule to get an opening on Christmas Sunday, the first time a picture has ever opened on that day in Albany. . . . Will also open another picture New Year's day, gradually working back to a Friday opening.

ALBANY DISTRICT was well represented at the New York Exhibitor meeting. . . . Among those who attended were John Gardner, American and Family, and Morris Silverman, Rivoli and Mt. Pleasant, Schenectady; Charles Wilson, Bijou, Troy; J. A. Fitzgerald, Strand, Hudson Falls; Pete Dana, Empire, Glens Falls; Bill Smalley, Smalley chain, Cooperstown; Frieder and Grossman, Playhouse, Hudson; Sam Hochstim, Star, Hudson, and Dayton La Pointe, Crandall, Chatham.

THE ANNUAL HOLIDAY QUIET in activities is observable in the Albany exchanges. . . . All exchanges will give their salesmen a practical vacation from Christmas week to New Years. . . . Ralph Pielow, Metro-Goldwyn-Mayer exchange manager, went to Detroit, December 15 for a sales conference with John C. Flinn, divisional manager. . . . And Nat Sauber, with Mrs. Sauber and their baby, Lucille, will go to Washington, D. C., their home town, for Christmas. Mrs. Sauber and the baby will remain there until after New Years, but Nat must return to Albany for business, rejoining his family in Washington for New Year's day. . . . Walter Logan, formerly of the Ross Federal Checking Service, has taken over the Milford Theatre, Greene, from R. B. Gilbert and will open it at Christmas time. . . . RKO Grand Theatre, first and second run house, which has been closed for two weeks,

## "Secrets of Wu Sin" Is On Its Way



Lois Wilson, Grant Withers, Robert Warwick, Toschia Mori, 1933 Wampas star, and many others are included in the cast of "Secrets of Wu Sin," distributed by First Division, and produced by Invincible.

## Hornell War Settled

After two months of court actions, Mr. and Mrs. Fred Peters, Hornell, took possession of the Majestic Theatre from Warner Brothers. John Maher, manager for Warners, was ousted by court order and the Peters said the house would be dark during installation of new sound equipment. They plan to operate the theatre themselves. Warners also hold a lease on the Shattuck Theatre, Hornell.

## Roberts Up

Thomas Roberts, manager, Palace, Jamestown, has been temporarily shifted to the Harris and State Theatres, Olean, where it is reported he is making more than good. Fred Walters, manager, Wintergarden, spends his time between his own movie house and the Palace.

reopened Christmas Day, changing its policy to three double feature programs a week instead of two. . . . Although the orchestra was let out at RKO Palace Theatre when vaudeville was omitted from the program. . . . Rex Koury organist, is retained as a feature.

RKO, which has been selling "Thrift Books," which give a 10 per cent reduction in ticket price in a lot, is hearing a lot of kicks from the public that bought them with vaudeville in view. . . . With vaudeville out, they are not so enthusiastic about their "Thrift Books." . . . RKO Palace changed its usual Saturday opening, December 24, to Sunday to catch the holiday crowds. It will return to the Saturday openings after the holidays. . . . Despite the absence of vaudeville, RKO Palace will stage an eight-act vaudeville show New Year's eve.

## Heard In

## ELMIRA

"Fugitive" Is Well Advertised Here

By Jay

THEATRES AND NEWSPAPERS here have reached a better understanding, as a result of which the papers are printing daily columns of local movie theatre news for the first time. . . . Warner houses have discontinued the publication of their combined weekly paper, the Warner Brothers' "Elmira Movie News," which had a circulation of 20,000 and won many friends.

ANDREWS, Salamanca, has been reopened by Schine Enterprises. . . . Lafayette, Bolivar, also has reopened. . . . Passes to the Keeney are distributed to lucky holders at weekly luncheons of the Rotary Club, through the courtesy of Harry Watts, Warners' city manager. . . . Musical revue at Colonial will be halted a week to permit presentation of two local musical shows sponsored by Red Cross and Lions Club. . . . "I Am a Fugitive From a Chain Gang" was well advertised when attaches of Keeney's chased a confederate, wearing a prison suit, through the streets.

## Clinton House Opens

Dark for three years, Clinton Theatre, Clinton, nine miles south of Utica, has been reopened as the Circle. Mayor and head of the Chamber of Commerce took part in the opening ceremonies. House is operated by Gay'sm with Ernest Folphy and Frank Gregor as managers.



**Quittner Suit Proceeds**

The Quittner suit against distributors is proceeding slowly. Testimony from leading executives is being heard. Damages of \$5,000,000 is being asked by Joseph Quittner.

It is expected that testimony will take a long time.

**RCA Photophone Sells Machines on Outright Plan**

**Service Optional Except in Case of Deferred Payments**

Instead of licensing for a 10-year period—the practice heretofore maintained by the leading manufacturers of sound reproducing equipment—outright sale, elimination of contract service as soon as apparatus is fully paid for and further reduction of contract service in cases of deferred payments, has been decided upon by the RCA-Victor Company.

Announcement was made to representatives of the motion picture trade papers and executives of exhibitor associations by the Photophone Division of the RCA-Victor Company at the latter's New York office.

Ever since sound pictures replaced the silent screen, manufacturers of reproducing apparatus have leased their equipment to exhibitors for a period of ten years. In 1929, RCA Photophone revised its service policy so that in no case was an exhibitor required to accept service for more than three years and last year, in addition to making a marked reduction in contract service charge, made the maximum period two years on the larger sizes and one year on the smallest.

"It is the company's conviction that this new policy will be highly acceptable to all exhibitors," the announcement stated. "Under its provisions, once the terms of the contract are met, whether they provide for cash or deferred payments, the equipment belongs to its purchaser. Service will be optional with him. Our experience leads us to believe, at our very reasonable rates, he will want regular service, but he does not have to take it. In this connection, to protect and supervise our property, we make one necessary reservation, namely, under the deferred payment plan. When deferred payments cover a one-year period, six months service is required. Under the two-year plan one year service, and under the three year plan, eighteen months service. We specify periodical scheduled calls, averaging from one to two calls per month, dependent upon the type of equipment. Of course, we always stand ready to render emergency service at rates currently maintained by our installation and service department which has stations in various parts of the country."

Announcement also was made of the prices of the new High Fidelity series of sound reproducing equipment as follows:

**"Rockabye" Offers a New Constance Bennett**



Constance Bennett, Joel McCrea and Paul Lukas may be seen in the Radio show.

**Heard In**

**NEWBURGH**  
No Vaudeville for the Town Yet

NEWBURGH is without vaudeville so far this season, but the Academy (Publix) is featuring home vocalists and dancers at its night shows. . . . Frank W. Relyea, Colonial, Monroe, donated use of his house on December 15 for benefit performance in aid of Chamber of Commerce's Christmas basket fund. . . . Port Jervis' new house, operates continuously from 2 to 11 P. M. daily. . . . Its top price is 20 cents, with 10 cents the minimum. . . . Ginsbergs are to install new seats in the Paragon, Beacon, and make other improvements.

Standard Super Size, \$5,500; Standard Large Size, \$4,100; Standard Small Size, \$2,750.00; Special Size, \$1,650.00.

O. E. Heyl, in making the above announcement, declared that RCA is ready to make deals for a trade in of old equipment for the new equipment, or on an outright basis.

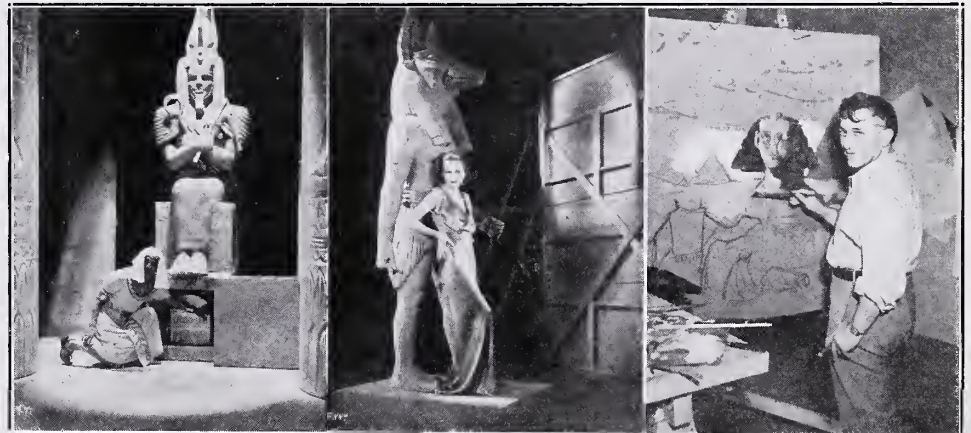
**\$20,000 Albion Fire**

Village of Albion, near Rochester, lost its only movie theatre when the Rialto was swept by fire with loss of \$20,000. The entire business section was threatened by the blaze. Of unknown origin, the fire started behind the stage and sparks quickly flew into the balcony, igniting the seats. William Robson is manager of the house, which is owned by local interests. It is expected that the theatre will be rebuilt at once.

ACADEMY (Publix), Newburgh, is advertising in the "Want" columns for dancers, singers, musicians and other performers to appear in its stage shows. . . . Broadway (Publix), Newburgh, prints in its advertisements the exact times that showing of the feature attractions begin.

STATE, POUGHKEEPSIE, is arranging for a New Year's eve midnight frolic. . . . Bardavon (Publix), Poughkeepsie, accepted customary foods and old clothes as admission to a special morning show to aid the Salvation Army. . . . Lately opened Royal, Port Jervis, George Seed, manager, has enlarged its stage to permit of vaudeville. . . . Stratford (Publix), Poughkeepsie, has a milk company tie-up. . . . Morning shows for children are held on Saturdays. . . . Admission is 10 cents plus two milk bottle tops.

**"The Mummy" Shows Possibilities**



Karloff, the unimaginable, may be seen in "The Mummy," from Universal.



# LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

By Our Hollywood Correspondent

## "Handle with Care"—Fox

James Dunn, Boots Mallory, El Brendel, Buster Phelps, George Ernest, Victor Jory.

Obviously aimed for the family and kiddie trade, "Handle With Care" isn't strong material. Tale of a damsel whose being god-mother to a couple of orphans brings complications with the boy friend, the show should appeal mostly to kiddies. On the other hand, the picture is clean, contains elements of comedy, a couple of songs, El Brendel and a couple of more angles, so maybe it isn't as bad as it looks.

Estimate: Take a look first.

## "Madam Butterfly"—Para

Sylvia Sidney, Cary Grant, Charles Ruggles, Irving Pichel, Helen Jerome Eddy, Edmund Breese, Berton Churchill.

Despite the fact they said "Butterfly" couldn't offer much new in talkie form, it looks as if a combination of Sidney's acting, splendid photography and some intelligent directing has resulted in a saleable program picture. Sylvia Sidney gets under the skin of the central character, a score taken from the opera helps convey the mood and Cary Grant is building a following.

Estimate: Looks promising.

## "Self Defense"—Monogram

Pauline Frederick, Claire Windsor, Theodore Von Eltz, Robert Elliott, Barbara Kent, Jameson Thomas, H. B. Walthall.

Another hit for Monogram. Not a knock-out, but it's a pleasing programmer and that will mean a lot to theatres. A story that is believable is played in a believable manner by veterans, and the result is satisfactory program. All houses should be satisfied. Title is a great help.

Estimate: In.

## "Employees' Entrance"—Warners

Warren William, Loretta Young, Wallace Ford, Allen Jenkins, Alice White, Hale Hamilton, Albert Gran, Charles Sellon, Berton Churchill.

Solid entertainment with William, this time the ruthless operator of a department store. Again he is given a characterization that isn't particularly sympathetic. The cast is filled with plenty of feature players, and with that department store angle and the William-Young duo, there should be plenty to sell.

Estimate: Mass meat.

## "No Other Woman"—Radio

Irene Dunne, Charles Bickford, Gwili Andre, Eric Linden, Buster Miles, Leila Bennett.

Familiar story of the wife who helps build the husband and then finds him, success gained, trying to ditch her. Thanks to some good acting by Irene Dunne and concentration on the woman's angle, it sounds believable. Success of "Back Street" will be a big asset to the show.

Estimate: Sell Dunne.

## "No Man of Her Own"—Para

Clark Gable, Carole Lombard, Dorothy Mackaill, Grant Mitchell, George Barbier, J. Farrel McDonald.

First rate. Sexy enough to satisfy the ha-cha followers, but still with a small-town angle. Gable is his usual socking self, and the story of the small-town girl who falls for a big-time crook is interesting enough to hold everyone's attention. This looks like real dough, and the show has been splendidly handled.

Estimate: Okay.

## "Man Against Woman"—Col.

Jack Holt, Lillian Miles, Walter Connolly, Gavin Gordon.

Underworld story that has a pace that satisfies. Holt is cast as a detective who gets his man and also his woman. Title doesn't indicate the possibilities of the piece. As a mass audience picture it ought to please plenty.

Estimate: Nice program.

## "Gambling Sex"—Freuler

Ruth Hall, Grant Withers, John St. Polis.

Tale of a damsel who gambled her money away so she could meet her man on even terms, "The Gambling Sex" has the advantage of Ruth Hall, with Cantor in his latest show, and a production that looks nice for an independent. Title isn't bad, and the picture hits a fair standard.

Estimate: Generally suitable.

## "Virgins of Bali"—Principal

Travel picture of the isle of Bali.

Nice photography, with little story, it will get by as a travelogue of an island which is getting plenty of publicity. The title, of course, would prove intriguing anywhere. Where they like photography this one will satisfy.

Estimate: Travel.

## "Tangled Destinies"—Mayfair

Glenn Tryon, Vera Reynolds, Lloyd Whitlock.

Better than average inde based on one of those deserted house locales. Show has speed, which is its main asset. While there hasn't been any money wasted anywhere in it, it should satisfy folks who like the doings quick and fast.

Estimate: It moves.

## "Williamson Under Sea"—Principal

Pictures taken by J. E. Williamson, deep sea explorer.

Interesting film showing the results of the Williamson shots beneath the sea and probably of educational value where they like that sort of thing. A lecture by Williamson accompanies. There is a shot of an octopus entwining a man that is a high light.

Estimate: Different.

## "Son-Daughter"—Metro

Helen Hayes, Ramon Novarro, Lewis Stone, Warner Oland, Ralph Morgan, H. B. Warner, Louise Closser Hale.

Question if the players can top the story. However, taking all things into consideration, "Son-Daughter" would have to be pretty bad to prove a dud with the Hayes-Novarro combination clicking. The show, with the Metro standards, is there in all departments, except story. Seems rather antiquated and well worn, but smart showmen will cash in on the name angles.

Estimate: Fair program.

## "Hypnotized"—WW

Charles Mack, George Moran, Ernest Torrence, Charlie Murray, Wallace Ford, Maria Alba, Marjorie Beebe, Matt McHugh.

Might have been better, but in present state comes off as a comedy none too discriminating audiences may find interesting. Moran and Mack haven't too much to do, which may be the fault of the picture. However, folks want to laugh today and there will be plenty to tickle them in the show. Moran and Mack should be sold heavily.

Estimate: Laugh tonic.

## "Just Had to Get Married"—U

Slim Summerville, Zasu Pitts, Verree Teasdale, Roland Young, C. Aubrey Smith, Guy Kibbee, Fifi D'Orsay, Henry Armetta, Cora Sue Collins.

The story would have to be pretty bad to handicap a cast of this calibre and while the show almost does just that there is enough left to leave audiences pretty well satisfied. Glance at the names and the value of the property is apparent. As a laugh show, it should call for attention.

Estimate: Sell names, names.

## "The Death Kiss"—WW

Bela Lugosi, Adrienne Ames, David Manners, John Wray, Edward Van Sloan, Vince Barnett, Alexander Carr, Harold Minkir, Barbara Bedford.

Nicely directed programmer that should prove satisfactory to all houses playing it. It wasn't meant to be a big smash, but it will prove a lot more pleasing than many of the so-called "big smashes." Tale of a murder mystery in a movie studio, it offers lots of angles.

Estimate: Credit WW and KBS.

## "Manhattan Tower"—Remington

Mary Brian, Irene Rich, James Hall, Hale Hamilton, Noel Francis, Wade Boteler.

Saga of an office building, with more dough than in the usual inde investment, but the completed picture doesn't come up to expectations, all things considered. With that cast, however, any theatreman gets a head start, so well.

Estimate: So-so.



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*World Wide Pictures* have written an important chapter in picture history in the depression year 1932. They'll write still bigger history, at your box-office, in 1933.



Dec25'32 b.c.



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